



# JA STL Alumni Report

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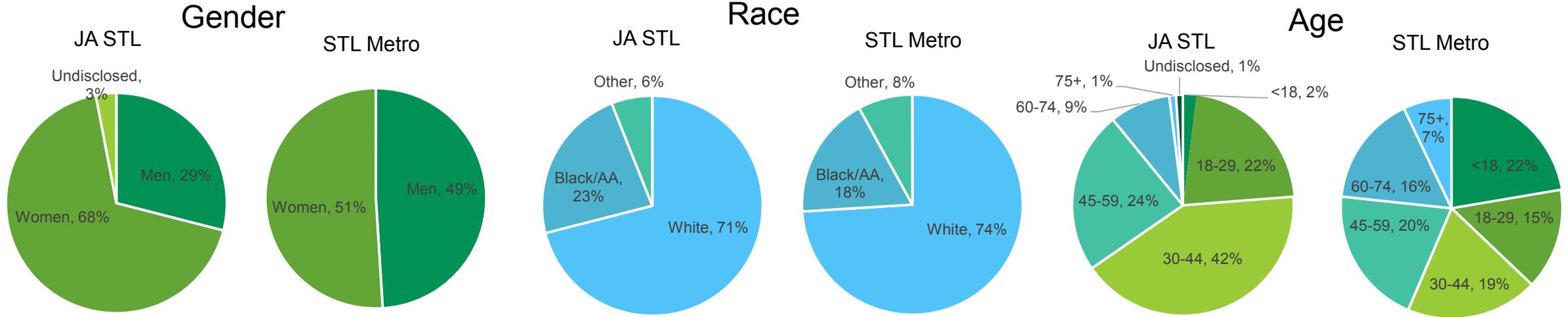
2019

# Overview

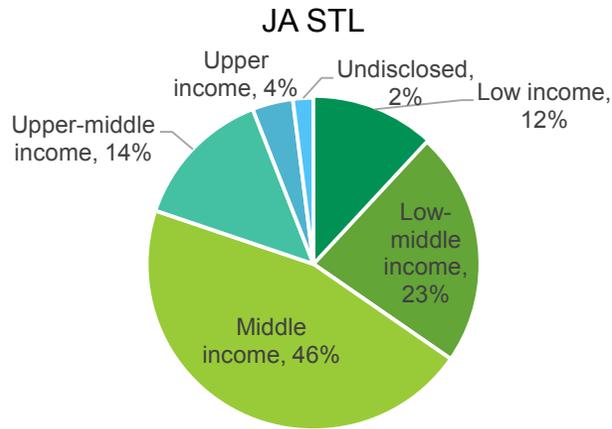
- In 2019, Junior Achievement of Greater St. Louis (JA STL) conducted a survey of its alumni in the St. Louis Metro area, using question items similar to the 2016 JA National Survey
- JA STL sample size: 173
  - JA STL responses drawn from a random sample, by using radio spots, TV spots, and past volunteers to spread the word
- JA National sample size: 717

Results indicate that across all metrics, JA STL alumni have performed better than the national population average, and in most cases also better than the JA National average

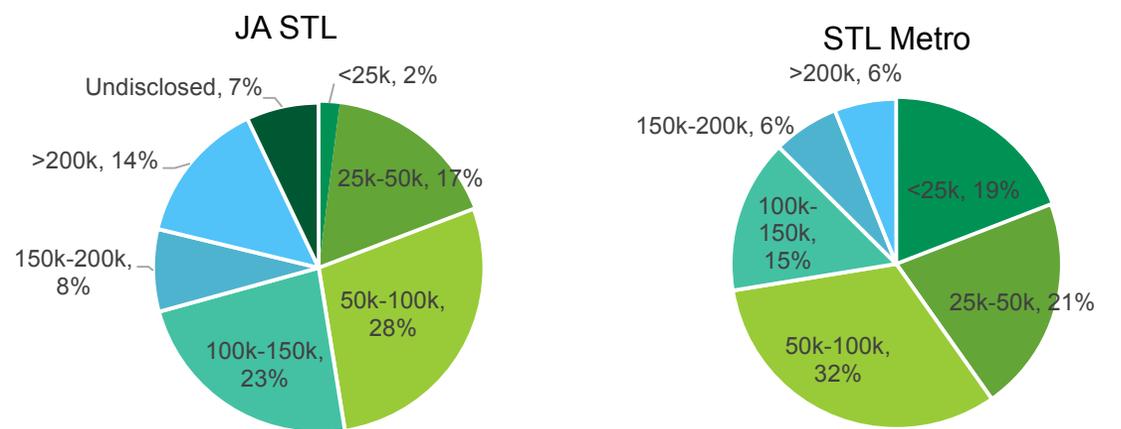
# Demographics of Survey Respondents and St. Louis Metro



## Childhood Family Income



## Current Family Income



Source of STL Metro data: U.S. Census Bureau (2017). *American Community Survey 1-year estimates*. Retrieved from *Census Reporter Profile page for St. Louis, MO-IL Metro Area* <https://censusreporter.org/profiles/31000US41180-st-louis-mo-il-metro-area/>  
 Note: Childhood Family Income data was unavailable for STL Metro.

# Education

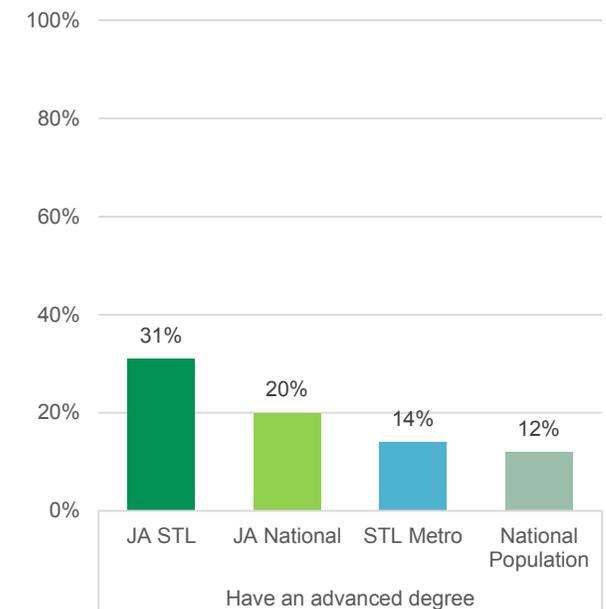
- 97% of JA STL alumni have graduated high school or have a GED
  - 9 points higher than the national population average



- 68% of JA STL alumni have a 4-year bachelor's degree
  - JA STL alumni are 2.1 times, or 113%, more likely to have a 4-year degree compared to the national population average



- 31% of JA STL alumni have an advanced degree
  - JA STL alumni are 2.6 times, or 158%, more likely to have an advanced degree compared to the national population average



Source: U.S. Census Bureau (2017). *American Community Survey 1-year estimates*. Retrieved from *Census Reporter Profile page for St. Louis, MO-IL Metro Area*  
[https://censusreporter.org/data/table/?table=B15002&primary\\_geo\\_id=31000US41180&geo\\_ids=31000US41180,04000US17,33000US476,01000US](https://censusreporter.org/data/table/?table=B15002&primary_geo_id=31000US41180&geo_ids=31000US41180,04000US17,33000US476,01000US)

# Key Impact --

- St. Louis Metro Area ranked 25<sup>th</sup> in the US based on percentage of adults with Bachelor's and higher degrees\*
- A one percent increase college attainment by adults in a region corresponds to an annual increase in regional income of \$2.4 billion<sup>†</sup>
- St. Louis per capita income could increase by \$856 annually for every one percent increase in the number of adults in the region with a four-year college degree<sup>†</sup>

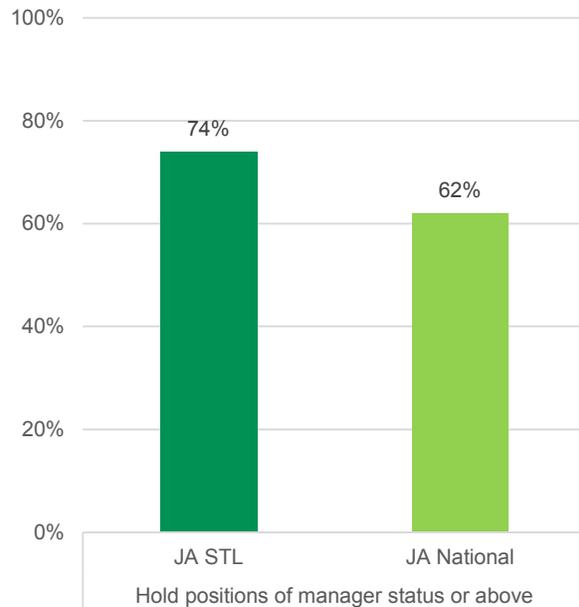
\*2010 data, source: <https://statisticalatlas.com/United-States/Educational-Attainment>

<sup>†</sup>Source: St. Louis Regional Chamber, "St. Louis is Headed to the Top Ten of the Nation's Largest Metros in College Attainment," February 2013. Stats were based on research by CEOs for Cities <https://ceosforcities.org/>

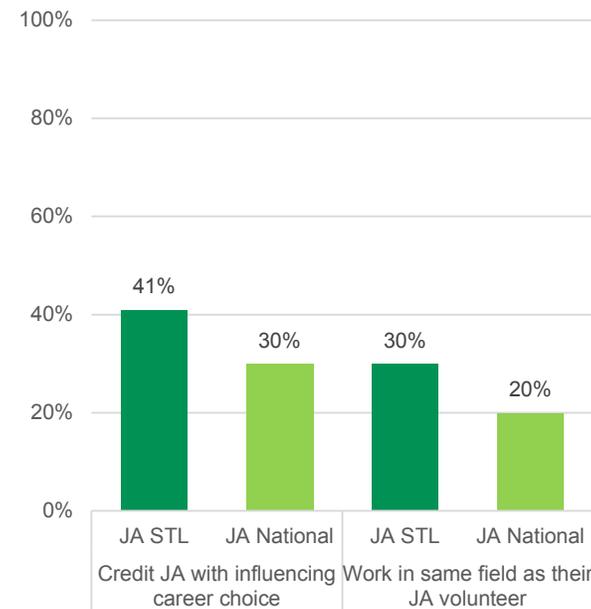
<sup>‡</sup>Source: Alliance for Excellent Education, "Saving Futures, Saving Dollars: The Impact of Education on Crime Reduction and Earning."

# Career

- JA STL alumni are 1.2 times, or 20%, more likely to hold positions of “manager status or above” compared to JA National



- 41% of JA STL alumni credit JA with influencing their career and approximately 1 in 3 work in the same field as their JA volunteer



Note: Unreported National Population data is omitted due to lack of availability.

# Key Impact --



- JA STL alumni report career satisfaction levels of 97%, nearly double the national population average<sup>†</sup>

- Job satisfaction positively correlates with both mental and physical health. A meta-analysis\* shows that the correlation to be 0.37 with mental health, and 0.28 with physical health

\*Source: Faragher, E. B., Cass, M., & Cooper, C. L. (2005). The relationship between job satisfaction and health: a meta-analysis. *Occupational and Environmental Medicine*, 62(2), 105-112.

†Source: the Conference Board <https://oem.bmj.com/content/62/2/105.info>

# Finances

	JA STL	JA Nat'l
 Credit JA with helping them learn to better manage money	42%	30%
 Feel confident in ability to manage money	98%	90%
 Took out student loans to go to college	55%	55%
 Paid off student loans within 10 years*	31%	47%
 Median credit score	700-749	NA
 Median household average credit card debt	< \$2,500	NA

\* JA STL survey respondents took longer to pay off student loans. The difference became non-significant once controlling for their education attainment (getting Bachelor's degree).

# Entrepreneurship



**Said that JA helped them understand how business works:**

JA STL: 84%

JA National: 55%



**Involved in starting/owning a business:**

JA STL: 40%

JA National: 34%

National Population: 14%\*

JA STL alumni are 2.9 times, or 186%, more likely to be involved in starting/owning a business compared to the national population average

\*Source: Global entrepreneurship monitor (GEM) 2017 US Report, p. 10-12 , <https://www.gemconsortium.org/country-profile/122>

# Income



## Median Household Income:

JA STL: \$75,000\*  
 JA National: \$62,500  
 National Population: \$61,372<sup>†</sup>  
 STL Metro: \$61,571 ‡

- JA STL alums' current median household income is approximately 22% higher than the national population median



## Credit JA with increasing self-confidence/belief in oneself:

JA STL: 37%  
 JA National: 36%

- The confidence levels of JA STL alumni are in-line with the JA National average

\* The survey asked respondents to select an income level range instead of to specify an exact level of income. The median income lies in the range of \$50k to \$100k, and we used the mid-point (\$75k) as an approximation of the median income. The JA National report used the same approximation method.

<sup>†</sup> Source: U.S. Census Bureau (2017). *Income and Poverty in the United States: 2017* <https://www.census.gov/library/publications/2018/demo/p60-263.html>

<sup>‡</sup> Source: U.S. Census Bureau (2017). *American Community Survey 1-year estimates*. Retrieved from *Census Reporter Profile page for St. Louis, MO-IL Metro Area* <https://censusreporter.org/profiles/31000US41180-st-louis-mo-il-metro-area/>

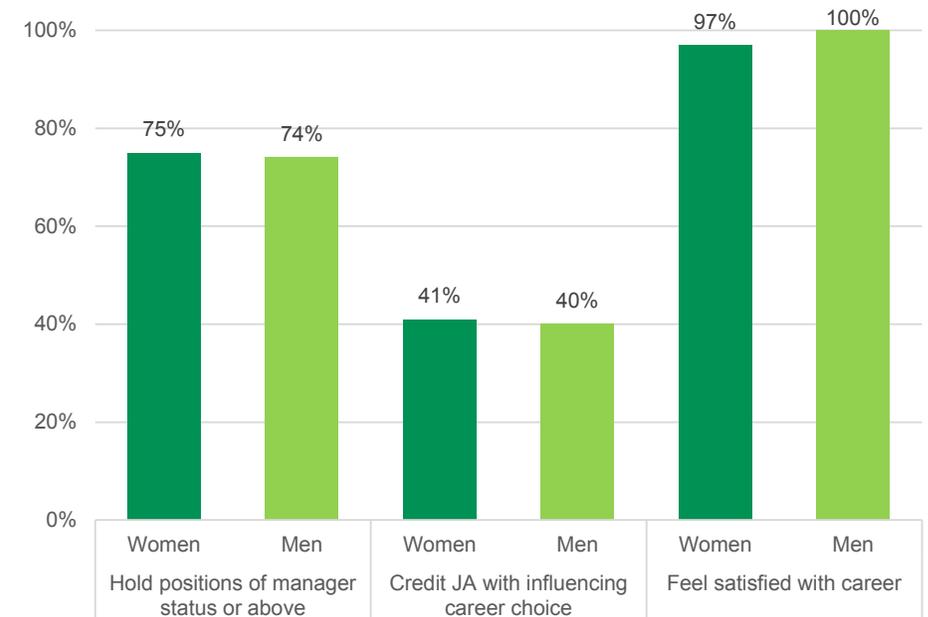
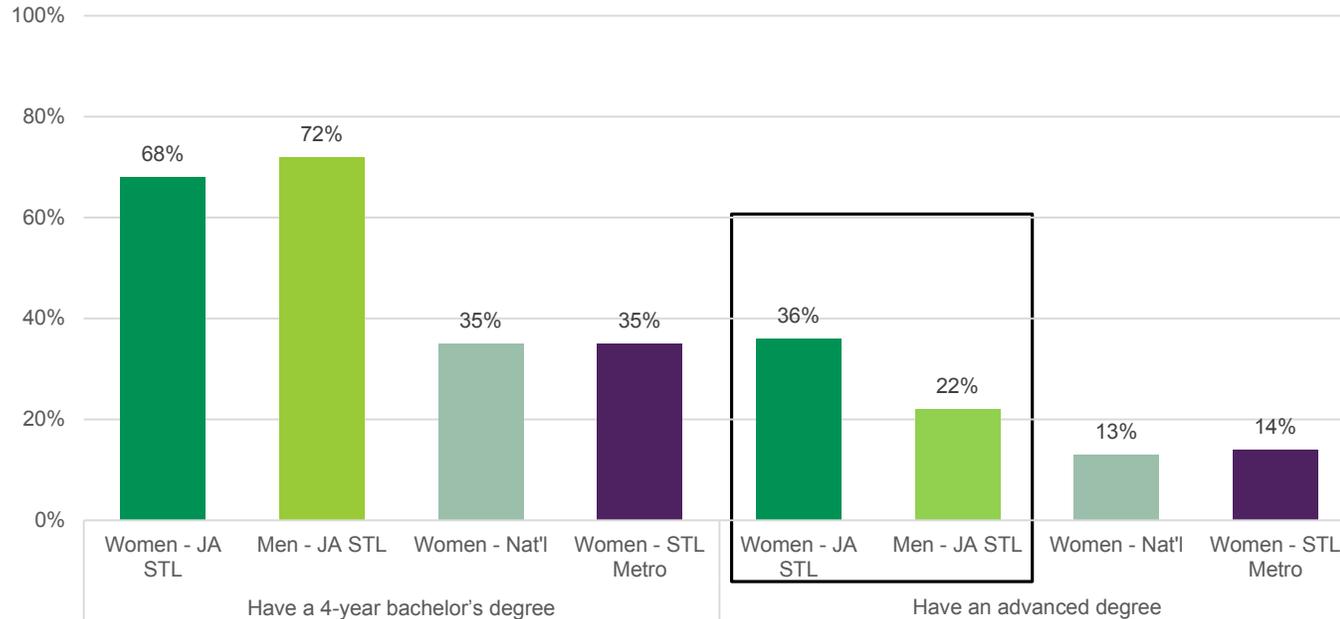
# Detailed Analysis of JA STL Results

- Closing Gender Gap
- Bridging Racial Divide
- Enabling Social Mobility

# Closing Gender Gap: Education and Career

- **EDUCATION:** the women in the JA STL alumni group are 1.6 times, or 64%, more likely than men to have an advanced degree
- JA STL is having a large impact on the higher education attainment of their women alumni when compared to the national and St. Louis Metro averages

- **CAREER:** within the JA STL alumni group, men and women report similar results across various career metrics



Note: Boxed results indicate the presence of a significant gender difference.

Source of national education data: U.S. Census Bureau (2017). *Educational Attainment in the United States: 2017*; Table 2-Female <https://www.census.gov/data/tables/2017/demo/education-attainment/cps-detailed-tables.html>  
 Source of STL Metro education data: U.S. Census Bureau (2017). *American Community Survey 1-year estimates*. Retrieved from *Census Reporter Profile page for St. Louis, MO-IL Metro Area* [https://censusreporter.org/data/table/?table=B15002&primary\\_geo\\_id=31000US41180&geo\\_ids=31000US41180,04000US17,33000US476,01000US#](https://censusreporter.org/data/table/?table=B15002&primary_geo_id=31000US41180&geo_ids=31000US41180,04000US17,33000US476,01000US#)

# Closing Gender Gap: Finances

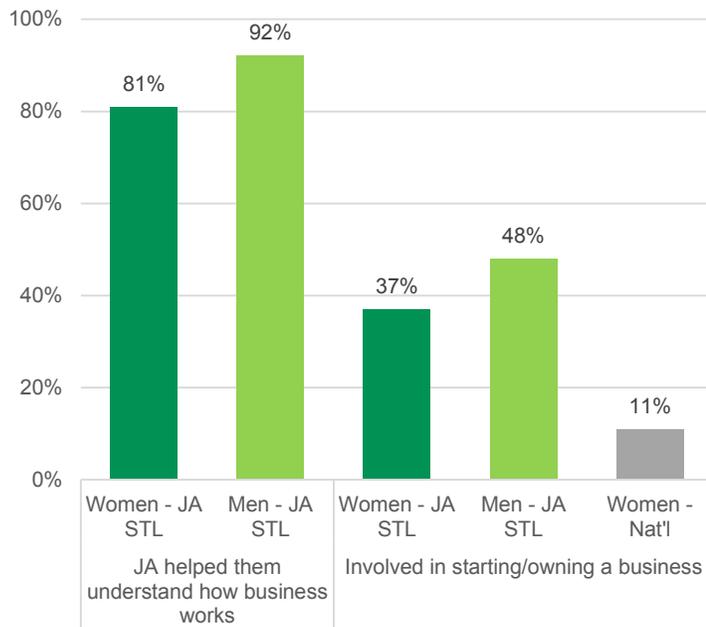
	Women	Men
 <p>Feel confident in ability to manage money</p>	97%	100%
 <p>Took out student loans to go to college</p>	58%	51%
 <p>Paid off student loans within 10 years*</p>	20%	58%
 <p>Median credit score</p>	700-749	750+

\* Indicates the presence of a significant gender difference. More women in JA STL have higher levels of education and thus more student loans are taken and it takes longer to repay.

# Closing Gender Gap: Entrepreneurship and Income

- ENTREPRENEURSHIP:** men in the JA STL alumni group appear to have an advantage over women when it comes to business knowledge and being involved in starting/owning a business. However, the differences are not statistically significant

- INCOME:** men in the JA STL alumni group have higher median household income than women.
- However, women respondents in our sample are about 6 years younger than male respondents ( $t=2.34, p<0.05$ ). Controlling for age, the income difference across gender is non-significant



Source of national data for women: Global entrepreneurship monitor (GEM) 2017 US Report, p. 14, <https://www.gemconsortium.org/country-profile/122> The percentage for men at the national level is 17%.

	Women	Men
Mean Household Income	\$103,640 <sup>†</sup>	\$116,214 <sup>†</sup>
Credit JA with increasing self-confidence/belief in oneself	39%	34%
STL Metro Median Income <sup>‡</sup>	\$30,449	\$41,929

<sup>†</sup> The mean incomes are adjusted for age.

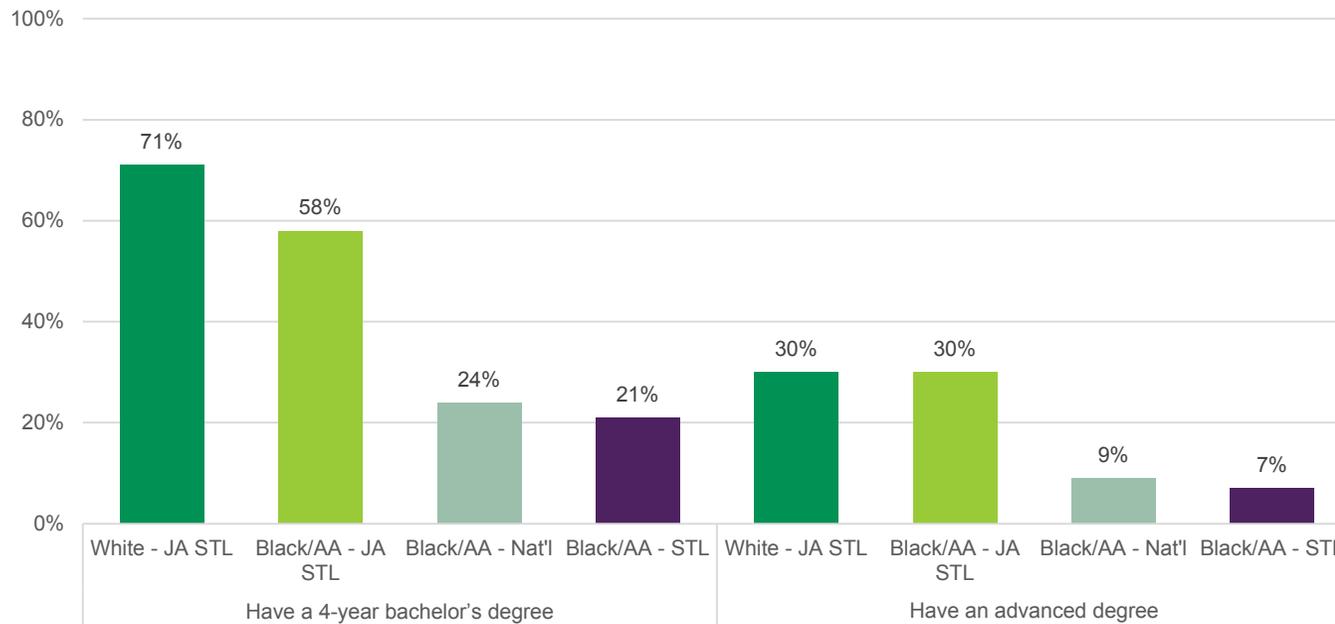
<sup>‡</sup> Data source: U.S. Census Bureau (2017). *American Community Survey 1-year estimates*. Retrieved from *Census Reporter Profile page for St. Louis, MO-IL Metro Area*; not adjusted for other variables

[https://censusreporter.org/data/table/?table=B20002&geo\\_ids=31000US41180,04000US17,33000US476,01000US&primary\\_geo\\_id=31000US41180](https://censusreporter.org/data/table/?table=B20002&geo_ids=31000US41180,04000US17,33000US476,01000US&primary_geo_id=31000US41180)

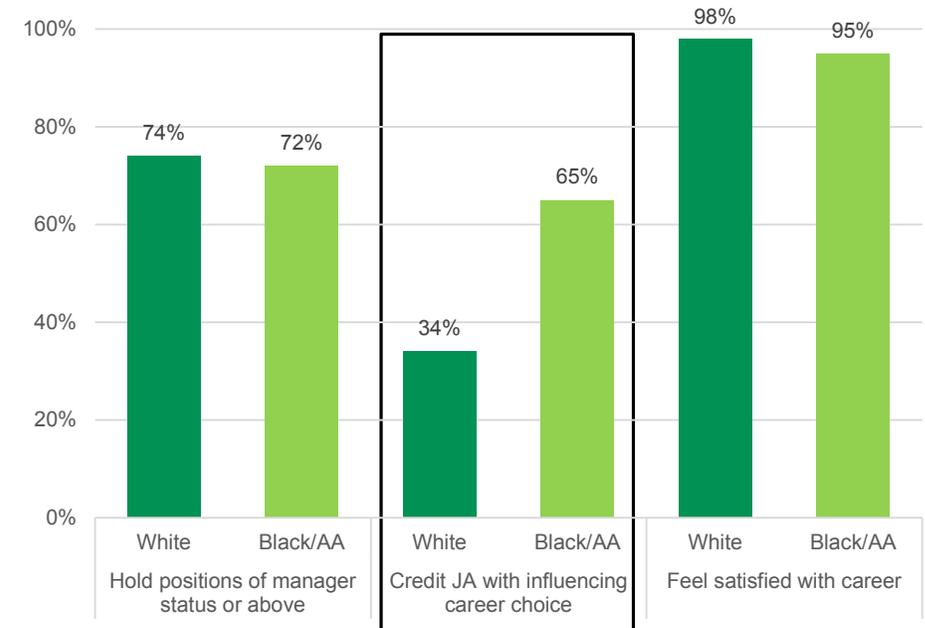
Note: the objective of this analysis is not to evaluate fairness of income levels but to see the possible impact of JA.

# Bridging Racial Divide: Education and Career

- **EDUCATION:** within the JA STL alumni group, attainment of a 4-year bachelor's degree is the only category in which large racial differences were identified. However, differences were not statistically significant
- JA STL is having a large impact on higher education attainment of Black/African American alumni when compared to the national and St. Louis averages



- **CAREER:** within the JA STL alumni group, the influence of JA on career choice is significantly higher among the Black/AA respondents

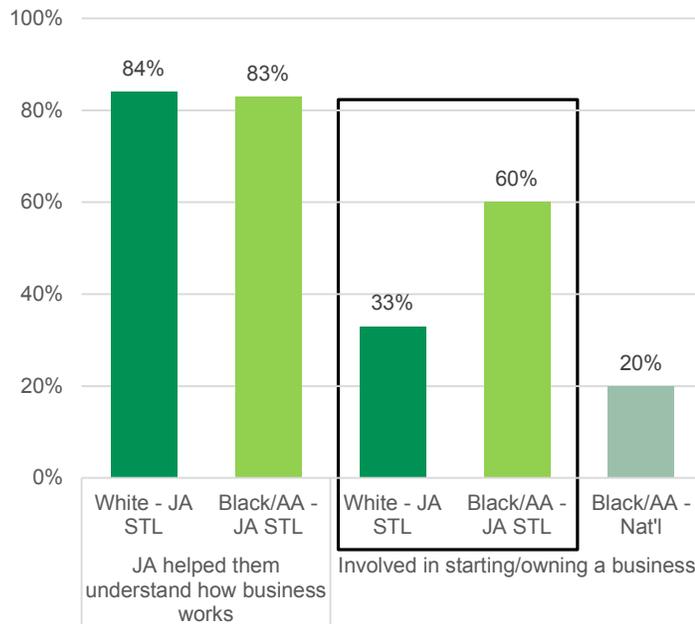


Source of national data: U.S. Census Bureau (2017). *Educational Attainment in the United States: 2017; Table 3*  
<https://www.census.gov/data/tables/2017/demo/education-attainment/cps-detailed-tables.html>  
 Source of STL Metro data: For the sake of all, p.40; 2012 data <https://forthesakeofall.org/learn-more/publications/report/>

Note: Boxed results indicate the presence of a significant racial difference.

# Bridging Racial Divide: Entrepreneurship and Income

- **ENTREPRENEURSHIP:** within the JA STL alumni group, a significantly higher proportion of Black/AA alumni are involved in starting/owning a business



Note: Boxed results indicate the presence of a significant racial difference. Source of national data for Black/AA: Global entrepreneurship monitor (GEM) 2017 US Report, p. 51, <https://www.gemconsortium.org/country-profile/122> The percentage for White at the national level is 12%.

- **INCOME:** within the JA STL alumni group also, there is a significant racial differences when it comes to median household income. However, the Black/AA JA alumni show a relatively much higher increase (155%) in their income level than the White JA alumni (88% increase) when compared to the respective STL Metro medians
- A considerably higher percentage of the Black/AA JA alumni credit increased self-confidence due to JA programs

	White	Black/AA
Mean Household Income*	\$115,982 <sup>†</sup>	\$85,185 <sup>†</sup>
Credit JA with increasing self-confidence/belief in oneself	34%	48%
STL Metro Median Household Income <sup>‡</sup>	\$68,942	\$33,343

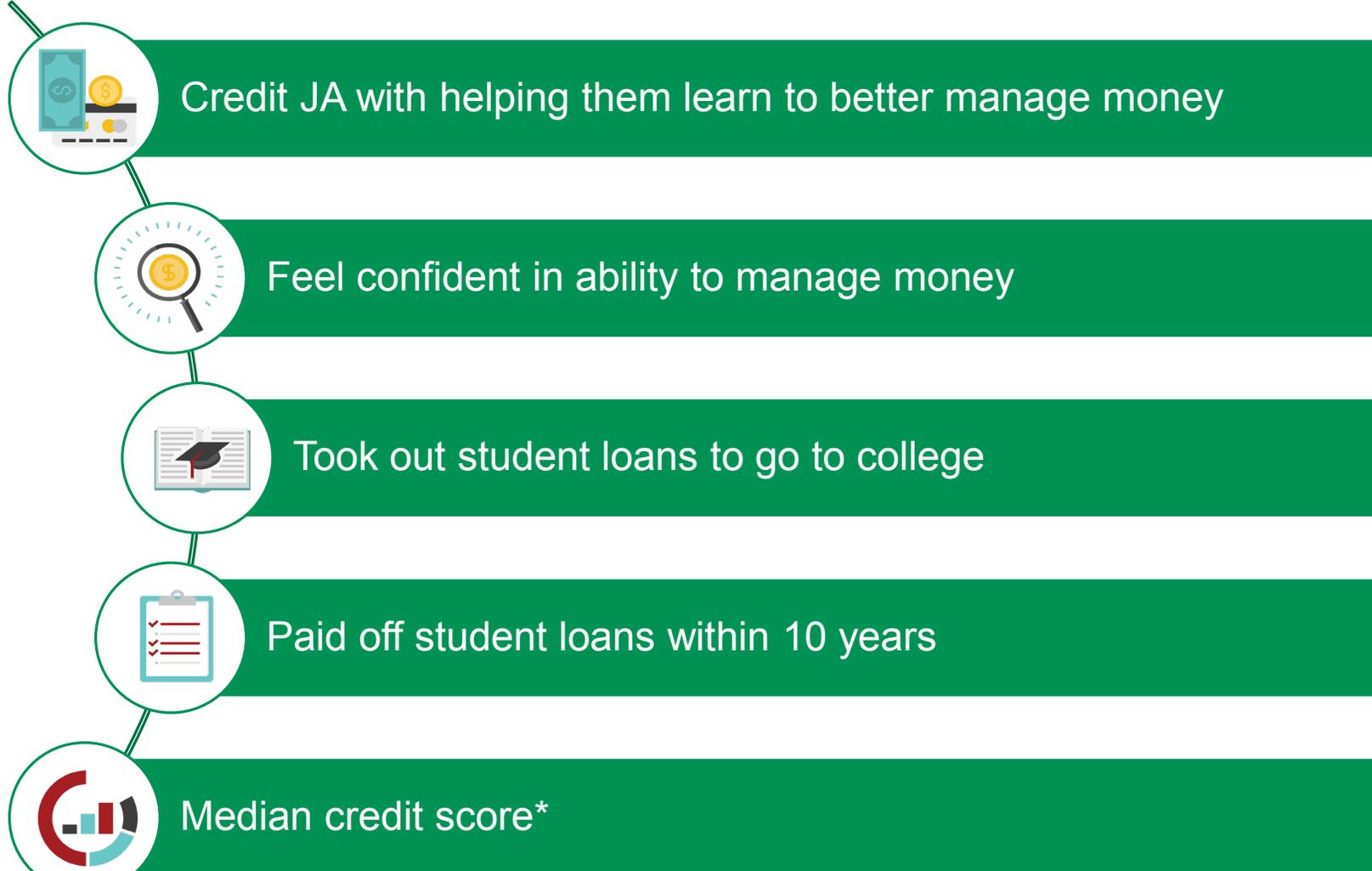
\* Indicates the presence of a significant racial difference.

<sup>†</sup> The mean incomes are adjusted for age.

<sup>‡</sup> Data from U.S. Census Bureau as of 2017; STL Federal Reserve; not adjusted for other variables

Note: the objective of this analysis is not to evaluate fairness of income levels but to see the possible impact of JA.

# Bridging Racial Divide: Finances

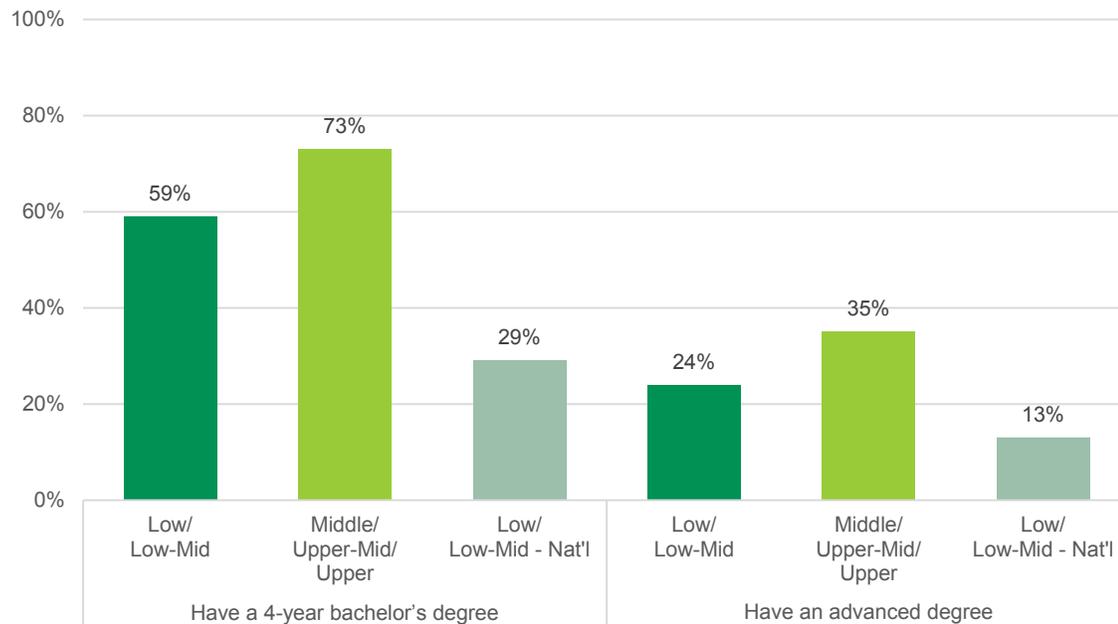


	White	Black/AA
Credit JA with helping them learn to better manage money	43%	45%
Feel confident in ability to manage money	98%	98%
Took out student loans to go to college	48%	76%
Paid off student loans within 10 years	43%	11%
Median credit score*	750+	650-699

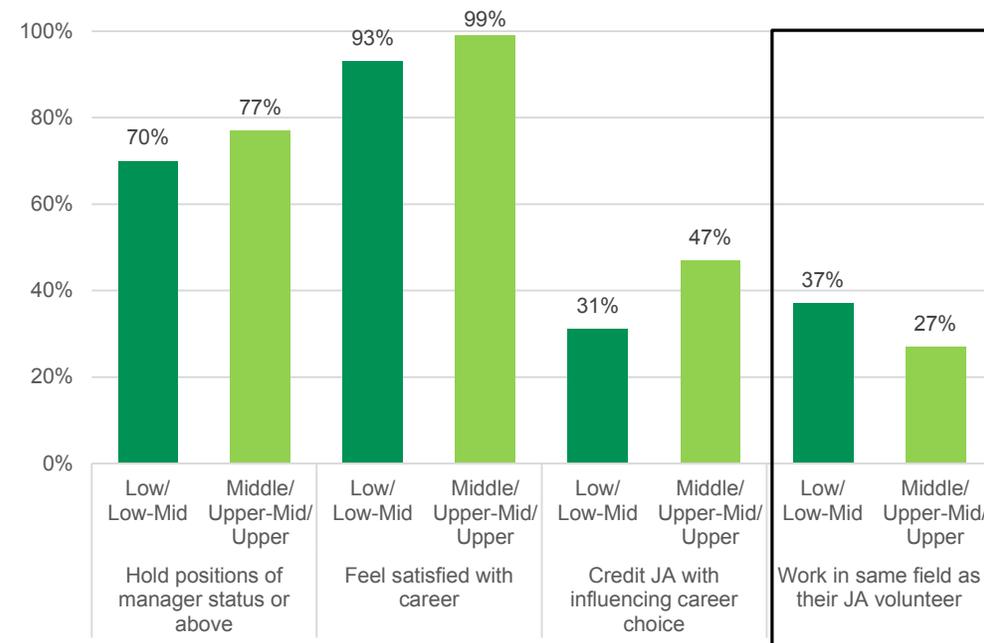
\* Indicates the presence of a significant racial difference. Note: In our sample, 46% of Black/AA came from low/low-middle income families, compared to 31% of Whites (Chi-squared=5.20, df=2, p=0.74) and had a much larger need for student loans and probably limited/no family support to pay back their loan.

# Enabling Social Mobility: Education and Career

- **EDUCATION:** The JA STL alumni group growing up in a Low/Low-Middle family income exhibit significantly higher attainment of a 4-year bachelor's degree or an advanced degree compared to national average for Low/Low-Middle family income group



- **CAREER:** Within the JA STL alumni group, while the influence of JA on career choice is significantly lower among the Low/Lower Middle family income respondents, more L/LM respondents work in the same field as their JA volunteer



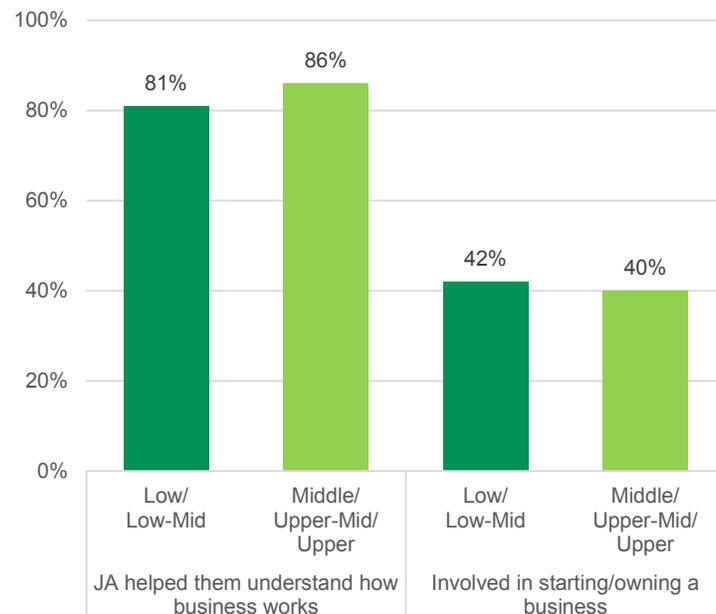
Note1: Boxed results indicate the presence of a significant difference across family income levels.

Note 2: Education data was unavailable for STL Metro.

Source of national education data: Pell Institute, *Indicators of Higher Education Equity in the US, 2018 Historical Trend Report*. [http://pellinstitute.org/downloads/publications-Indicators\\_of\\_Higher\\_Education\\_Equity\\_in\\_the\\_US\\_2018\\_Historical\\_Trend\\_Report.pdf](http://pellinstitute.org/downloads/publications-Indicators_of_Higher_Education_Equity_in_the_US_2018_Historical_Trend_Report.pdf)

# Enabling Social Mobility: Entrepreneurship and Income

- **ENTREPRENEURSHIP:** within the JA STL alumni group, there are no major differences across childhood family income groups in the proportion of alumni that are involved in starting/owning a business or understanding of business



- **INCOME:** within the JA STL alumni group, there are significant impact of differences in childhood family income level when it comes to current median household income. However, the L/LM JA alumni show a relatively much higher increase (170%) in their income level than the M/UM/U JA alumni (4.5%) when compared to the respective STL Metro medians

	Low/Low-Mid	Middle/Upper-Mid/Upper
Mean Household Income*	\$87,865 <sup>†</sup>	\$117,543 <sup>†</sup>
Credit JA with increasing self-confidence/belief in oneself	37%	38%
STL Metro Median Household Income <sup>‡</sup>	\$32,500	\$112,500

\* Indicates the presence of a significant difference across family income levels.

<sup>†</sup> The mean incomes are adjusted for age.

<sup>‡</sup> The median household income for the low/low-mid-income families was estimated as the 25% percentile of STL household income, and the median household income for the middle/upper-mid/upper-income families was estimated as the 75% percentile of STL household income. Source: U.S. Census Bureau (2017). *American Community Survey 1-year estimates*. Retrieved from *Census Reporter Profile page for St. Louis, MO-IL Metro Area*; not adjusted for other variables

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Note: the objective of this analysis is not to evaluate fairness of income levels but to see the possible impact of JA.

# Enabling Social Mobility: Finances

	Low/Low-Mid	Middle/Upper-Mid/Upper
 Credit JA with helping them learn to better manage money	36%	46%
 Feel confident in ability to manage money	97%	98%
 Took out student loans to go to college	75%	45%
 Paid off student loans within 10 years	23%	37%
 Median credit score	700-749	750+
 Median household average credit card debt*	< \$2,500	\$0

\* Indicates the presence of a significant difference across family income levels.

# Conclusion

JA STL alumni have performed better than or as well as the JA National alumni in all areas.

Across all metrics, JA STL alumni have performed better than the national population average.

JA STL is making a demonstrable impact in the St. Louis Metro region, overall and in particular, in closing gender gap, bridging racial divide, and enabling social mobility.

## Highlights on JA STL's positive influences

### 1. Closing gender gap

There's no statistically significant gender gap among all items except paying off student loans in 10 years, with women being less likely than men to pay off in 10 years, controlling for everything else. However, JA STL reversed the gender gap in getting advanced degrees. Women are significantly more likely than men to get advanced graduate education. The effect holds when controlling for race, age, and family background.

#### Regression Model

- `glm(formula = Advanced ~ Gender + Race + Age + Family background + High school + Bachelor, family = "binomial", data = dataja)`

	Estimate	Std. Error	z value	Pr(> z )
(Intercept)	-20.8334	6029.5872	-0.003	0.9972
Gender-Female	0.9729	0.4560	2.134	0.0329 *
Race-Black/AA	0.2328	0.5070	0.459	0.6461
Age	0.2326	0.2236	1.040	0.2982
Family background-mid/midhigh/high	0.2649	0.4558	0.581	0.5611
High school	-0.4386	6230.1693	0.000	0.9999
Bachelor	19.3419	1568.1478	0.012	0.9902

Signif. codes: ‘\*’ 0.05

## Highlights on JA STL's positive influences

### 2-Bridging racial divide

JA STL bridged the racial divide in almost all items except credit score and income. Black/AA JASTL alums credit JA in influencing their career choices significantly more than White JASTL alums. Also, Black/AA JASTL alums are significantly more involved in business ownership than White JASTL alums. The effects hold when controlling for gender, age, family background, and their education levels.

### 3-Enabling social mobility

There was no significant difference across childhood family income backgrounds, except the following items. First, on crediting JA's influences on career choice, those who grew up in middle/upper-mid/upper income families credited JA more, compared to those from low/low-mid income families. Second, those from middle-income/upper-mid/upper families have smaller credit card debts compared to those from low/low-mid income families. Third, those from middle/upper-mid/upper income families had higher current family income compared to those from low/low-mid income families.