

## Useful Data on Innovation & Entrepreneurship Amongst Donors and Students

### Teenager / Young Adult Trend Data

- **About 60% of teenagers are more interested in someday starting their own business instead of working a traditional job**, according to a [2022 survey](#) from Junior Achievement USA.
- **69% of teens say they have a business idea, but are unsure of how to start the process** according to a [2018 survey](#) from Wakefield Research.
- **Seven in ten (70 percent) young adult job seekers say the freedom of being their own boss is worth more than the benefit of job security working for someone else. Additionally, more than half (53 percent) said they are likely to start their own business in the future.** [MAVY Poll](#) on behalf of the American Institute of CPAs (AICPA) among millennials who graduated from college in the last 24 months or will graduate in the next 12 months and are currently looking for employment – referred to as “young adult job seekers.” 2019 survey
- **Around 11% of college students already own and run businesses . At least 18% of students wished to become entrepreneurs right after graduation and another 32% expressed interest to transition into entrepreneurship within five years of their graduation.** [2021 Harvard Business Review](#).
- The number of High school students graduating each year peaks in 2025. We have enjoyed consistent growth in those numbers for nearly 30 years. This will change the dynamic. [Congia](#)

### Fundraising Data

Data below provided by [Fidelity](#) and [Advancement Resources](#) (who can provide training for fundraising targeted at entrepreneurs).

- **The median household donation of an entrepreneur is 50 percent higher than non-entrepreneurs.**
- **79%** of entrepreneurs say that charitable giving is a critical part of who they are, and 47 percent consider themselves philanthropists.
- **Of current business owners who plan to sell or pass down their business, 69 percent plan to make charitable giving a part of their exit strategy**, with 31 percent planning to make a donation to charity with sale proceeds, and 27 percent planning to set up an ongoing way to make charitable donations via a donor-advised fund or foundation.
- Entrepreneurs are twice as likely to prefer new, innovative nonprofits. This would speak directly to your value prop offer for your work.
- **Sixty-six percent of entrepreneurs volunteer three or more hours per month, compared with 55 percent of non-entrepreneurs.**