

Junior
Achievement™

2026

ALUMNI REPORT

A report on Gen Y & Gen Z Junior Achievement Alumni



INTRODUCTION

In December 2025, a survey of 1,005 Gen Z and Millennial-aged Junior Achievement (JA) Alumni (former students) conducted by Ipsos on behalf of Junior Achievement (JA) found that a large majority of JA alumni report that their experience in Junior Achievement learning experiences helped them become more capable in several areas of life. JA alumni are also overwhelmingly likely to recommend – or already have recommended – participating in the JA program to young people they know.

IMPACT ON TRANSFERABLE SKILLS ATTAINMENT

A substantial majority of JA Alumni report that their experience positively impacted them in a variety of ways, especially when it comes to attaining transferable or durable skills (those that are “portable” and can be applied across various roles and industries throughout a career journey).

Nine in ten JA alumni say that Junior Achievement showed them how to successfully collaborate with others (91%), motivated them to be a lifelong or continuous learner (91%), and helped them improve their critical thinking skills (90%).

Similarly, 89 percent say participation in Junior Achievement improved their communication skills, 88 percent say it helped them become more confident, and 85 percent say JA helped them find more opportunities in education and work.

91%

of Gen Y & Z JA Alumni Say
JA Motivated Them to Be
LIFELONG LEARNERS.

Source: Ipsos



CONTRIBUTORS TO ECONOMIC MOBILITY

In a 2024 report, the Camber Collective identified several life experiences linked to promoting economic mobility, or the ability of a generation to do as well or better than those that preceded it. These experiences include pursuing education or training past high school, gaining a college degree in a high-demand field, and starting a business.

Ipsos found that more than 87 percent of Gen Y & Z JA alumni say that they continued their education after high school, crediting Junior Achievement. Additionally, 87 percent report they engaged in jobs or skills training during or after high school, and 82 percent say they chose a college degree program in high demand because of their experience with JA.



Three in five JA alumni say they started or owned a business because of their JA experience (59%). Over half of alumni say their career choices (58%) or work ethic (54%) were positively influenced by their JA experience. Nearly half also say their education choices (49%), how they manage money (47%), or interest and participation in their school or education (47%) were positively influenced.

Additionally, a broad majority (92%) agree with the statement, "As technologies like automation and AI change jobs and the economy, students who participate in Junior Achievement are going to be better prepared for the future."

ACCOUNTS OF ECONOMIC STANDING

Three in four JA Alumni say they are doing better than average from an economic or financial standpoint (77%). More than four in five say they are able to make ends meet (87%) or are able to save for retirement (82%), while 75 percent say they are a current homeowner. Millennial alumni are much more likely to own a home than Gen Z alumni (80% vs. 63%). Eighty-eight percent of alumni say they are hopeful for the future.



A person is seen from behind, climbing a staircase. The steps of the staircase are white and feature a motivational message in blue capital letters. The message reads: 'CLIMB THE LOWER THAN SKILL OUR RAISE WE BETTER'. The background is a solid teal color.

CLIMB
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ABOUT THE RESEARCH

These are the results of an Ipsos poll conducted between December 1-3, 2025. For this survey, a sample of 1,005 Junior Achievement alumni aged 22-44 from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.8 percentage points for all respondents.

ABOUT IPSOS

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people. Ipsos serves more than 5000 clients across the world with 75 business solutions. Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999.