

**A FACTOR ANALYSIS OF OCCUPATIONAL STEREOTYPES FOR HIGH SCHOOL STUDENTS AND ADULTS**

Suzanne N. Cory, St. Mary's University, San Antonio, Texas, USA  
G. Martinez, St. Mary's University, San Antonio, Texas, USA  
Thomas E. Reeves, Analytic Focus, San Antonio, Texas, USA

[dx.doi.org/10.18374/JIMS-13-1.13](https://doi.org/10.18374/JIMS-13-1.13)

**ABSTRACT**

Factors relating to personality trait perceptions of business occupation members on the part of two groups were determined: (1) high school students and (2) adults. First, a semantic differential and Cattell's Sixteen Personality Factor Questionnaire were used to identify personality traits for four different business occupations: (1) accountants, (2) bankers, (3) stockbrokers and (4) marketing managers. Personality factors were then determined for each group and several differences were found, suggesting personality traits perceptions (e.g., occupational stereotypes) differ between high school students and adults.

Keywords: *career counseling, occupational choice, occupational stereotypes, personality perceptions, factor analysis*