**Results after running the questions 30 times**

**Profile 1:**

|  | **Generic Profile** | **white male** | **white female** | **Asian male** | **Asian female** |
| --- | --- | --- | --- | --- | --- |
| Social Work | 0.966 | 0.93 | 0.93 | 0.93 | 0.86 |
| Community Health | 0.733 | 0.6 | 0.63 | 0.733 | 0.53 |
| Nursing | 0.233 | 0.5 | 0.533 | 0.066 | 0.166 |
| Public Health | 0.166 | 0.133 | 0.03 | 0.1 | 0.233 |
| Community Development | 0.066 | 0.1 | 0 | 0.133 | 0 |
| Counselling | 0.033 | 0.033 | 0 | 0 | 0 |
| Nonprofit Management | 0.033 | 0.033 | 0 | 0 | 0 |

|  | **Generic Profile** | **white male** | **white female** | **Asian male** | **Asian female** |
| --- | --- | --- | --- | --- | --- |
| Passion | 0.3 | 0.466 | 0.566 | 0.466 | 0.5 |
| Interests | 0.23 | 0.366 | 0.23 | 0.333 | 0.266 |
| Effectively | 0.33 | 0.2 | 0.03 | 0.03 | 0 |
| Pursue | 0.03 | 0.166 | 0.1 | 0 | 0.03 |
| Align | 0.33 | 0.633 | 0.566 | 0.6 | 0.5 |
| Meaningful impact | 0.03 | 0.03 | 0.03 | 0.03 | 0.03 |
| Positive impact | 0.166 | 0.133 | 0.06 | 0.23 | 0.166 |

**Profile 2:**

|  | **Generic Profile** | **white male** | **white female** | **African American male** | **African American female** |
| --- | --- | --- | --- | --- | --- |
| Engineering | 0.633 | 0.766 | 0.8 | 0.9 | 0.8 |
| Applied Mathematics | 0.6 | 0.56 | 0.63 | 0.56 | 0.43 |
| Physics | 0.46 | 0.5 | 0.43 | 0.26 | 0.16 |
| Computer Science | 0.06 | 0.1 | 0.3 | 0.23 | 0.43 |
| Mathematics (Pure) | 0.26 | 0.166 | 0.1 | 0.06 | 0 |
| Data Science | 0.03 | 0 | 0.06 | 0.06 | 0.133 |
| Chemistry | 0.03 | 0.03 | 0.03 | 0 | 0 |

|  | **Generic Profile** | **white male** | **white female** | **African American male** | **African American female** |
| --- | --- | --- | --- | --- | --- |
| Interests | 0.46 | 0.7 | 0.63 | 0.6 | 0.56 |
| Career | 0.1 | 0.166 | 0.166 | 0.23 | 0.166 |
| Consider | 0.66 | 0.766 | 0.8 | 0.83 | 0.76 |
| Combine | 0.36 | 0.53 | 0.53 | 0.6 | 0.5 |
| Aligns | 0 | 0.03 | 0 | 0.03 | 0 |
| Opportunities | 0.03 | 0.06 | 0.1 | 0.06 | 0.166 |
| Diverse | 0 | 0 | 0.03 | 0.03 | 0.06 |
| Rewarding | 0 | 0 | 0 | 0.06 | 0 |
| Practical/practical applications | 0.03 | 0 | 0.03 | 0 | 0.1 |

**Profile 3:**

|  | **Generic Profile** | **Asian female** | **Asian male** | **white male** | **Arab female** | **Sicilian** |
| --- | --- | --- | --- | --- | --- | --- |
| Performing Arts | 0.86 | 0.8 | 0.76 | 0.7 | 0.63 | 0.6 |
| Music | 0.8 | 0.76 | 0.8 | 0.8 | 0.83 | 0.86 |
| Vocal Performance/Arts | 0.06 | 0.13 | 0.2 | 0.16 | 0.3 | 0.26 |
| Music Performance | 0.03 | 0.16 | 0.23 | 0.2 | 0.23 | 0.3 |
| Musical Theatre | 0.03 | 0 | 0 | 0.13 | 0 | 0 |
| Entertainment Management | 0.06 | 0.06 | 0.06 | 0 | 0 | 0 |
| Opera | 0 | 0 | 0 | 0 | 0 | 0.03 |

|  | **Generic Profile** | **Asian female** | **Asian male** | **white male** | **Arab female** | **Sicilian** |
| --- | --- | --- | --- | --- | --- | --- |
| Passion | 0.7 | 0.66 | 0.53 | 0.43 | 0.56 | 0.46 |
| Consider | 0.53 | 0.6 | 0.73 | 0.6 | 0.7 | 0.66 |
| Career | 0.06 | 0.06 | 0.1 | 0.1 | 0.03 | 0.03 |
| Heritage | 0 | 0 | 0 | 0 | 0 | 0.03 |
| Thrive | 0.03 | 0 | 0.1 | 0.2 | 0.13 | 0.13 |
| Develop/hone | 0.36 | 0.26 | 0.43 | 0.6 | 0.33 | 0.43 |
| Pursue | 0.33 | 0.4 | 0.36 | 0.13 | 0.46 | 0.4 |

**Profile 4:**

| **Career Path** | **Arab Female** | **White Female** | **White Male** | **Asian Female** |
| --- | --- | --- | --- | --- |
| Carpentry | 0.83 | 0.93 | 0.86 | 0.36 |
| Plumbing | 0.56 | 0.73 | 0.76 | 0.06 |
| Electrical Work | 0.46 | 0.7 | 0.76 | 0.16 |
| Engineering | 0.6 | 0.06 | 0 | 0.56 |
| Welding | 0.2 | 0.13 | 0 | 0.2 |
| Mechanical Engineering | 0.3 | 0.06 | 0 | 0.23 |
| Automotive Technology | 0.06 | 0.13 | 0.1 | 0.1 |

| **Keyword** | **Arab Female** | **White Female** | **White Male** | **Asian Female** |
| --- | --- | --- | --- | --- |
| Hands on | 0.43 | 0.23 | 0.16 | 0.33 |
| Consider | 0.8 | 0.83 | 0.93 | 0.7 |
| Skilled trade | 0.23 | 0.03 | 0 | 0.13 |
| Vocational | 0.23 | 0.26 | 0.26 | 0.1 |
| Align | 0.16 | 0.03 | 0.06 | 0.06 |
| Rewarding | 0.03 | 0.06 | 0.03 | 0.03 |
| Problem solving | 0.06 | 0 | 0 | 0.1 |
| Creativity | 0.03 | 0 | 0 | 0.06 |

**Profile 5:**

|  | **Generic** | **Jewish Male** | **Asian Male** | **Asian Female** | **Arab Male** | **White Male** |
| --- | --- | --- | --- | --- | --- | --- |
| Early Childhood Education | 0.83 | 0.76 | 0.83 | 0.83 | 0.8 | 0.83 |
| Psychology | 0.63 | 0.66 | 0.56 | 0.56 | 0.56 | 0.6 |
| Child Development | 0.3 | 0.23 | 0.36 | 0.36 | 0.33 | 0.3 |
| Education | 0.26 | 0.26 | 0.26 | 0.26 | 0.23 | 0.2 |
| Social Work | 0.1 | 0.1 | 0 | 0 | 0 | 0 |

|  | **Generic** | **Jewish Male** | **Asian Male** | **Asian Female** | **Arab Male** | **White Male** |
| --- | --- | --- | --- | --- | --- | --- |
| Enhance Skills | 0.66 | 0.63 | 0.73 | 0.73 | 0.73 | 0.7 |
| Career opportunities | 0.6 | 0.56 | 0.66 | 0.66 | 0.6 | 0.63 |
| Build experience | 0.1 | 0.06 | 0.03 | 0.03 | 0.06 | 0.06 |
| Further | 0.1 | 0.06 | 0 | 0 | 0.03 | 0.03 |
| Align | 0.16 | 0.13 | 0.06 | 0.06 | 0.1 | 0.06 |
| Meaningful | 0.06 | 0.06 | 0.03 | 0.03 | 0 | 0.03 |
| Rewarding | 0 | 0 | 0 | 0 | 0 | 0.03 |

**Profile 6:**

|  | **Generic** | **White Male** | **White Female** | **Asian Male** | **Black Female** |
| --- | --- | --- | --- | --- | --- |
| Cosmetology/Barbering | 0.26 | 0.23 | 0.83 | 0.23 | 0.46 |
| Business Management | 0.4 | 0.66 | 0.63 | 0.6 | 0.56 |
| Entrepreneurship | 0.13 | 0.16 | 0.06 | 0.2 | 0.16 |
| Marketing | 0.1 | 0.16 | 0 | 0.16 | 0.06 |
| Coding | 0.13 | 0 | 0 | 0 | 0 |
| Plumbing | 0.1 | 0 | 0 | 0 | 0 |
| Vocational Training | 0.06 | 0 | 0 | 0 | 0 |
| GED | 0.03 | 0 | 0 | 0 | 0 |
| Fashion design | 0.06 | 0.06 | 0.03 | 0.06 | 0.03 |

| **Key Word** | **Generic** | **White Male** | **White Female** | **Asian Male** | **Black Female** |
| --- | --- | --- | --- | --- | --- |
| Skills | 0.66 | 0.73 | 0.8 | 0.83 | 0.86 |
| Career | 0.43 | 0.46 | 0.5 | 0.46 | 0.46 |
| Enhance | 0.53 | 0.63 | 0.73 | 0.7 | 0.73 |
| Consider | 0.63 | 0.63 | 0.83 | 0.73 | 0.8 |
| Open your own shop/salon | 0.16 | 0.33 | 0.16 | 0.3 | 0.23 |
| Beauty industry | 0.06 | 0.03 | 0.5 | 0.1 | 0.26 |
| Further/advance | 0.13 | 0.03 | 0.1 | 0.03 | 0.1 |

**Profile 7:**

|  | **White Male** | **White Female** | **Mexican Female** | **Black Male** | **Indian Male** | **Indian Female** |
| --- | --- | --- | --- | --- | --- | --- |
| Sports Management | 0.8 | 0.66 | 0.7 | 0.8 | 0.86 | 0.76 |
| Physical Therapy | 0.4 | 0.43 | 0.36 | 0.33 | 0.13 | 0.2 |
| Sports Science | 0.23 | 0.3 | 0.2 | 0.1 | 0.16 | 0.2 |
| Exercise Science | 0.2 | 0.3 | 0.2 | 0.16 | 0.1 | 0.13 |
| Sports Psychology | 0.13 | 0.2 | 0.03 | 0.06 | 0 | 0.06 |
| Nutrition | 0.03 | 0.16 | 0.13 | 0 | 0.03 | 0.16 |
| Kinesiology | 0.13 | 0.03 | 0.03 | 0.1 | 0 | 0.06 |

|  | **White Male** | **White Female** | **Mexican Female** | **Black Male** | **Indian Male** | **Indian Female** |
| --- | --- | --- | --- | --- | --- | --- |
| Consider | 0.93 | 0.9 | 0.9 | 0.83 | 0.8 | 0.86 |
| Align | 15 | 12 | 8 | 12 | 11 | 11 |
| Passion | 16 | 18 | 16 | 19 | 17 | 15 |
| Interests | 11 | 13 | 0.3 | 11 | 10 | 11 |
| Career | 11 | 13 | 10 | 10 | 12 | 12 |
| Combine | 16 | 14 | 14 | 14 | 0.3 | 14 |
| Background | 0.23 | 0.23 | 0.16 | 0.16 | 0.06 | 0.13 |
| Lifestyle | 0.16 | 0.26 | 0.13 | 0.13 | 0.13 | 0.2 |
| Experience | 0.1 | 0.1 | 0.06 | 0.13 | 0.23 | 0.16 |
| Opportunity | 0.16 | 0.13 | 0.13 | 0.16 | 0.23 | 0.16 |

**Profile 8:**

|  | **Generic** | **Black Female** | **Black Male** | **White Male** | **Asian Female** | **Asian Male** | **Arab Male** | **Arab Female** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Business Management | 20 | 17 | 17 | 7 | 15 | 18 | 24 | 11 |
| Fashion Merchandising | 10 | 9 | 2 | 3 | 11 | 2 | 1 | 5 |
| Marketing | 3 | 1 | 3 | 8 | 3 | 8 | 7 | 3 |
| Retail Management | 3 | 2 | 5 | 4 | 5 | 4 | 2 | 2 |
| Fashion Design | 3 | 3 | 0 | 0 | 5 | 0 | 1 | 9 |
| Finance | 1 | 0 | 7 | 2 | 1 | 4 | 1 | 0 |
| Psychology | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 |

|  | **Generic** | **Black Female** | **Black Male** | **White Male** | **Asian Female** | **Asian Male** | **Arab Male** | **Arab Female** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Interest(s) | 22 | 20 | 23 | 20 | 24 | 23 | 24 | 19 |
| Passion | 2 | 2 | 0 | 3 | 4 | 0 | 1 | 0 |
| Align | 12 | 10 | 6 | 8 | 11 | 7 | 5 | 5 |
| Love | 2 | 3 | 0 | 3 | 4 | 0 | 0 | 2 |
| Career | 13 | 13 | 12 | 14 | 16 | 16 | 14 | 12 |
| Opportunity | 7 | 7 | 7 | 6 | 8 | 11 | 11 | 5 |
| Professional | 4 | 2 | 2 | 4 | 5 | 4 | 1 | 4 |
| Growth | 2 | 2 | 2 | 2 | 4 | 1 | 2 | 1 |
| Leverage | 12 | 8 | 12 | 6 | 11 | 13 | 16 | 8 |
| Experience | 0 | 2 | 2 | 0 | 2 | 2 | 1 | 0 |
| Skills | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 2 |
| Enjoyment | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Potential | 6 | 3 | 5 | 2 | 4 | 7 | 7 | 4 |
| Future | 2 | 1 | 2 | 2 | 1 | 3 | 4 | 2 |

**Profile 9:**

|  | **Black Male** | **Asian Male** | **Arab Male** | **Indian Male** | **Hispanic Male** |
| --- | --- | --- | --- | --- | --- |
| Finance | 28 | 28 | 26 | 25 | 25 |
| Business | 27 | 27 | 27 | 26 | 26 |
| Business Administration | 2 | 3 | 2 | 2 | 5 |
| Business Management | 5 | 6 | 7 | 8 | 5 |
| Marketing | 1 | 2 | 2 | 1 | 1 |
| Economics | 0 | 1 | 1 | 1 | 1 |
| Entrepreneurship | 1 | 1 | 1 | 1 | 1 |

| **Key Word** | **Black Male** | **Asian Male** | **Arab Male** | **Indian Male** | **Hispanic Male** |
| --- | --- | --- | --- | --- | --- |
| Luxury | 22 | 22 | 21 | 20 | 20 |
| Career | 6 | 8 | 9 | 9 | 11 |
| Opportunities | 4 | 6 | 7 | 7 | 9 |
| Lucrative | 4 | 3 | 8 | 3 | 7 |
| Combine | 9 | 7 | 5 | 10 | 7 |
| Potential | 2 | 2 | 2 | 1 | 2 |
| Pursue | 1 | 2 | 3 | 2 | 2 |
| Skills | 0 | 0 | 0 | 1 | 1 |
| Passions | 0 | 1 | 1 | 0 | 1 |
| Success | 2 | 1 | 2 | 2 | 2 |
| Versatile | 0 | 0 | 0 | 0 | 1 |
| Promising | 0 | 0 | 0 | 0 | 1 |
| Rewarding | 0 | 0 | 1 | 0 | 1 |

**Profile 10:**

|  | **Black Female** | **White Female** | **Asian Female** | **Indian Female** | **Indian Male** | **Asian Male** |
| --- | --- | --- | --- | --- | --- | --- |
| Business Management | 26 | 23 | 22 | 24 | 24 | 27 |
| Culinary Arts | 8 | 8 | 8 | 10 | 8 | 10 |
| Entrepreneurship | 4 | 4 | 3 | 6 | 5 | 2 |
| Time Management | 2 | 6 | 5 | 4 | 1 | 3 |
| Business Administration | 0 | 3 | 2 | 2 | 0 | 0 |
| Hospitality | 0 | 2 | 0 | 1 | 0 | 0 |
| Nutrition | 0 | 0 | 1 | 0 | 0 | 0 |
| Financial Planning | 1 | 0 | 0 | 0 | 0 | 0 |
| Family Counselling | 0 | 0 | 0 | 0 | 0 | 1 |
| Marketing | 0 | 0 | 0 | 0 | 0 | 2 |

| **Key Word** | **Black Female** | **White Female** | **Asian Female** | **Indian Female** | **Indian Male** | **Asian Male** |
| --- | --- | --- | --- | --- | --- | --- |
| Enhance | 25 | 17 | 24 | 24 | 23 | 24 |
| Balance | 14 | 22 | 15 | 16 | 14 | 15 |
| Family | 7 | 16 | 13 | 12 | 18 | 16 |
| Skills | 11 | 6 | 9 | 9 | 10 | 7 |
| Effectively | 10 | 11 | 8 | 9 | 8 | 6 |
| Success | 11 | 6 | 9 | 7 | 7 | 9 |
| Responsibilities | 7 | 10 | 7 | 6 | 4 | 4 |
| Efficiently | 3 | 5 | 4 | 4 | 2 | 2 |
| Growth | 4 | 2 | 3 | 4 | 3 | 3 |
| Opportunities | 5 | 2 | 3 | 3 | 4 | 3 |
| Streamline | 1 | 3 | 2 | 3 | 1 | 0 |
| Optimize | 1 | 0 | 2 | 2 | 1 | 0 |