



Strong Interest Inventory® assessment

Definitions of Basic Interest Scales

	Athletics	Interest in a variety of sports, either as a spectator, participant, or both. Often have some past athletic experience in team sports.
	Computer Hardware & Electronics	Interest in installing and repairing computers, hardware, and network electronics systems.
	Counseling & Helping	Interest in working with and helping people in a humanistic manner.
	Culinary Arts	Interest in cooking and entertaining, including demonstrating new cooking techniques, preparing food decoratively, and creating menus.
	Entrepreneurship	Interest in developing and managing new business opportunities, and often enjoy being self-employed and taking risks.
	Finance & Investing	Interest in managing money and investments, including analysis of financial data, financial planning, budgeting, and buying securities.
	Healthcare Services	Interest in providing direct service and aid to people in medical settings.
	Human Resources & Training	Interest in developing and training people, managing, and directing employment activities.
	Law	Interest in debating, persuading, and arguing points of view, with a focus on legal activities.
	Management	Interest in authority and influence to supervise, organize, lead, or direct others.
	Marketing & Advertising	Interest in advertising and marketing activities, including research and the development of advertising campaigns for products or services.
	Mathematics	Interest in working with numbers and performing statistical analyses.
	Mechanics & Construction	Interest in working with equipment, machinery, and precision instruments.
	Medical Science	Interest in working in biological sciences and medical fields, while focusing on technical-scientific aspects of medicine.



	Military	Interest in structured environments with a well-defined chain of command, often seeking a position of authority over others.
	Nature & Agriculture	Interest in working on a farm or ranch, appreciation of nature, physical outdoor work, and recreational activities.
	Office Management	Interest in office coordination activities, including organizing office records and systems, and managing inventory and office staff.
	Performing Arts	Interest in performing in a wide range of activities such as music, theater, and dance, or watching others perform.
	Politics & Public Speaking	Interest in public affairs, persuading others through verbal activities, and a preference for oral communication.
	Programming & Information Systems	Interest in working with computers, writing and updating software, developing websites, and creating computer programs to store data.
	Protective Services	Interest in non-military aspects of providing public safety and policing, including responding to emergencies, and criminal justice activities.
	Religion and Spirituality	Interest in working with spiritual or religious concerns, usually organized activities, and tending to people's spiritual and emotional needs.
	Research	Interest in designing and conducting research studies, including collecting and analyzing data to solve programs and improve processes.
	Sales	Interest in selling products or services or working with sales people.
	Science	Interest in natural and physical sciences, usually enjoying scientific theory and using an experimental approach to solving problems.
	Social Science	Interest in the study of people, groups, society and cultures, usually enjoying teaching and research, and applying findings to solve problems.
	Taxes & Accounting	Interest in working in financial accounting and tax preparation, including analysis of financial statements, computing taxes, and budgeting.
	Teaching & Education	Interest in working with and teaching young people, with considerable student-teacher interaction.
	Visual Arts & Design	Interest in visual creativity and spatial visualization, includes appreciation for fine art such as sculpture and photography but with an overall learning toward creative activities with applied or commercial purposes.
	Writing & Mass Communication	Interest in written and spoken communication, literature, reading, and languages.

Source: *Where Do I Go Next?*