

Descriptive Analysis of Central Region

Learning Experiences & Preferences

**Survey Data
(N=138; 11.5% of Total)**

March 2003

by

Gwen Richtermeyer, Ph.D.

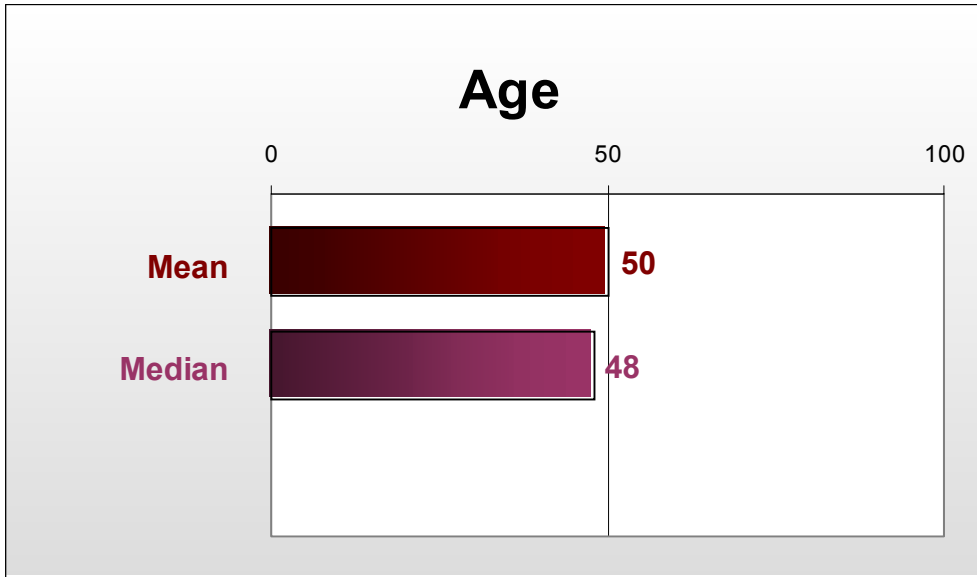
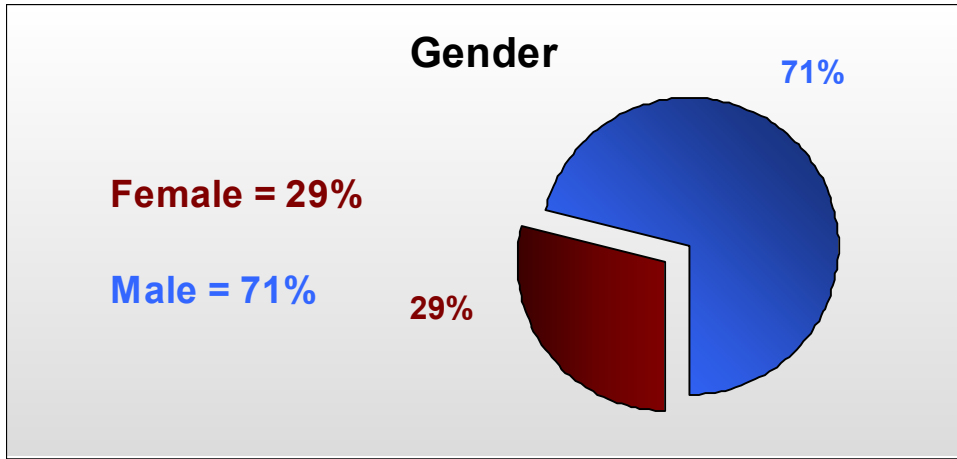
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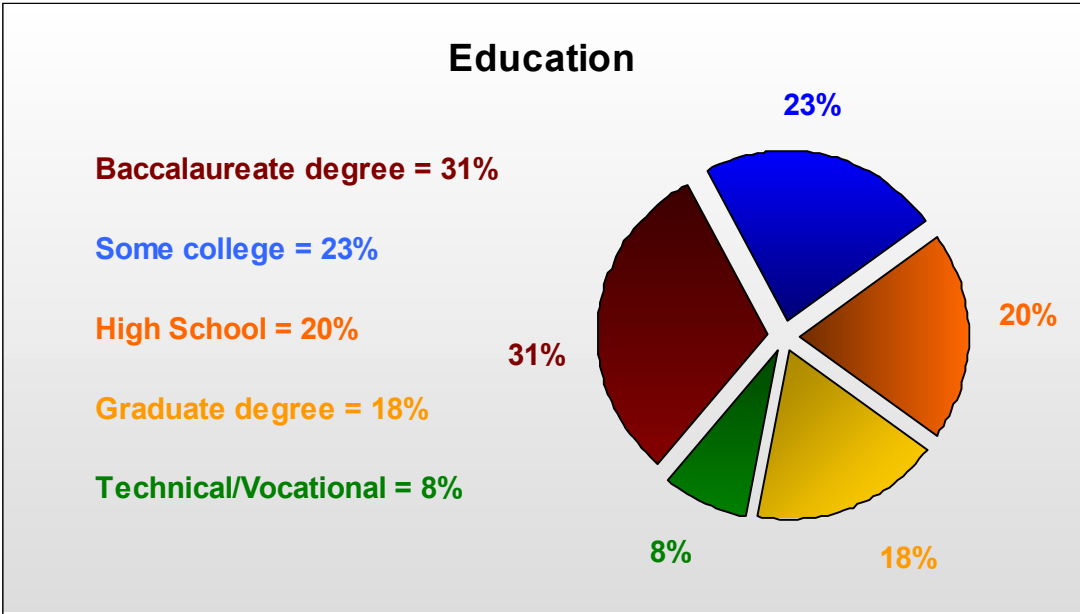
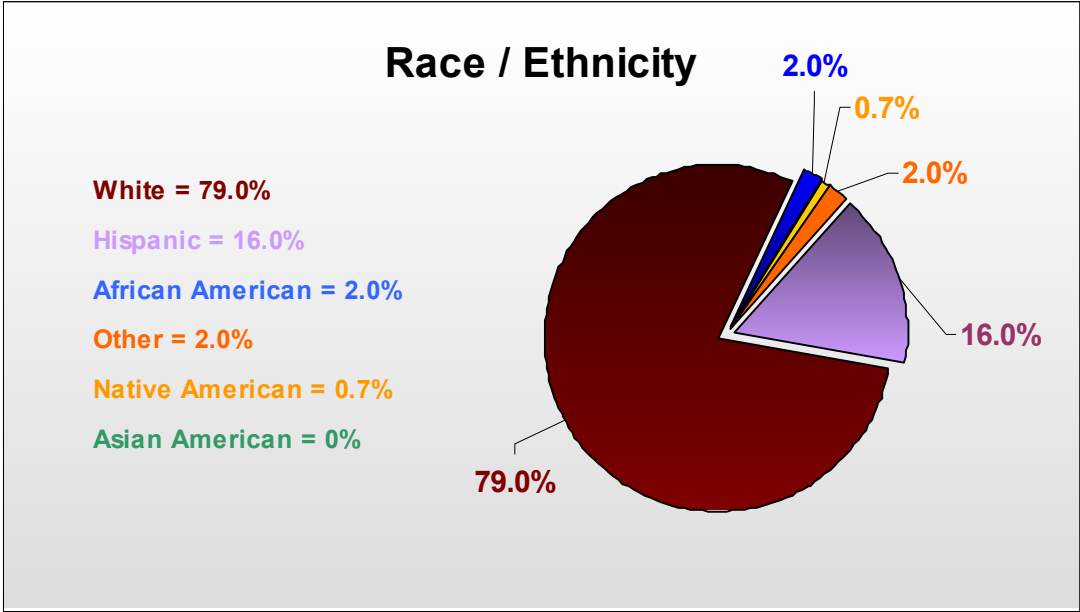


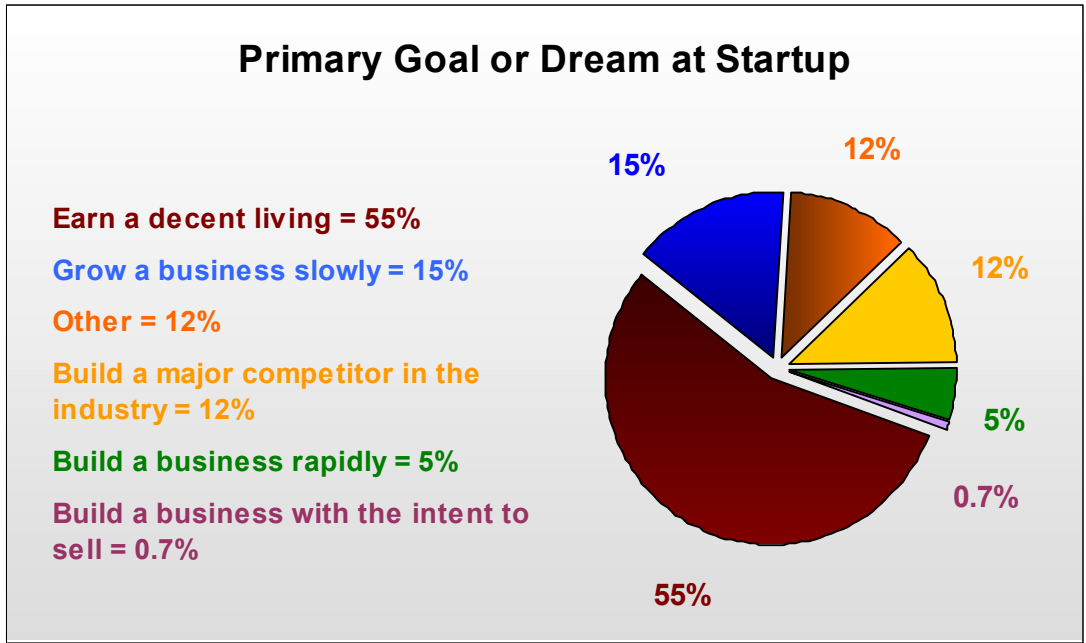
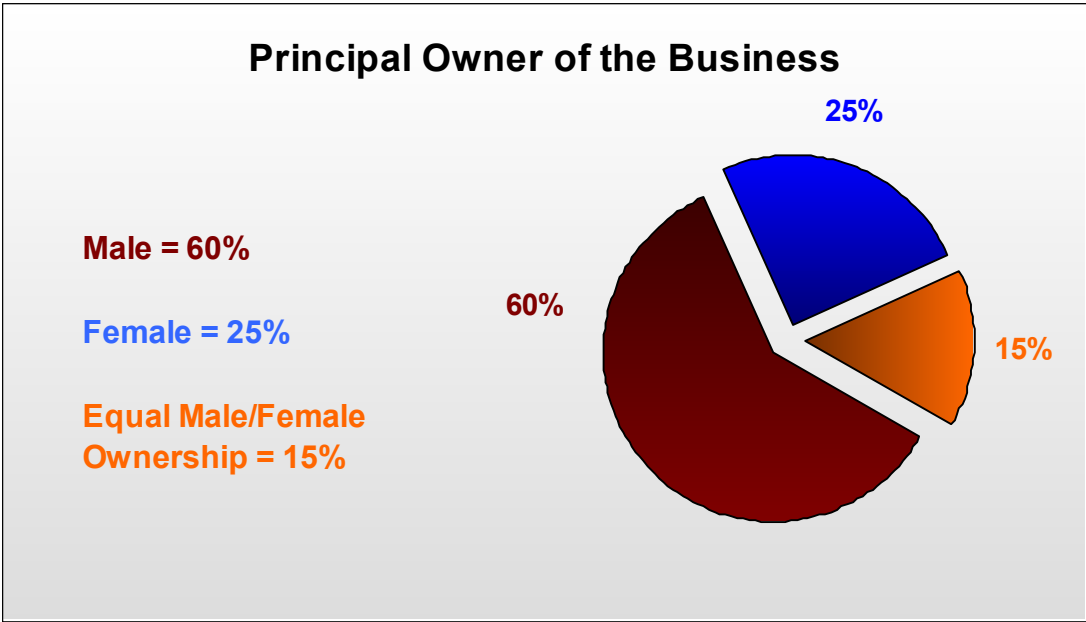
BRIDG is supported by the University of Missouri Outreach and
Extension Outreach Development Fund

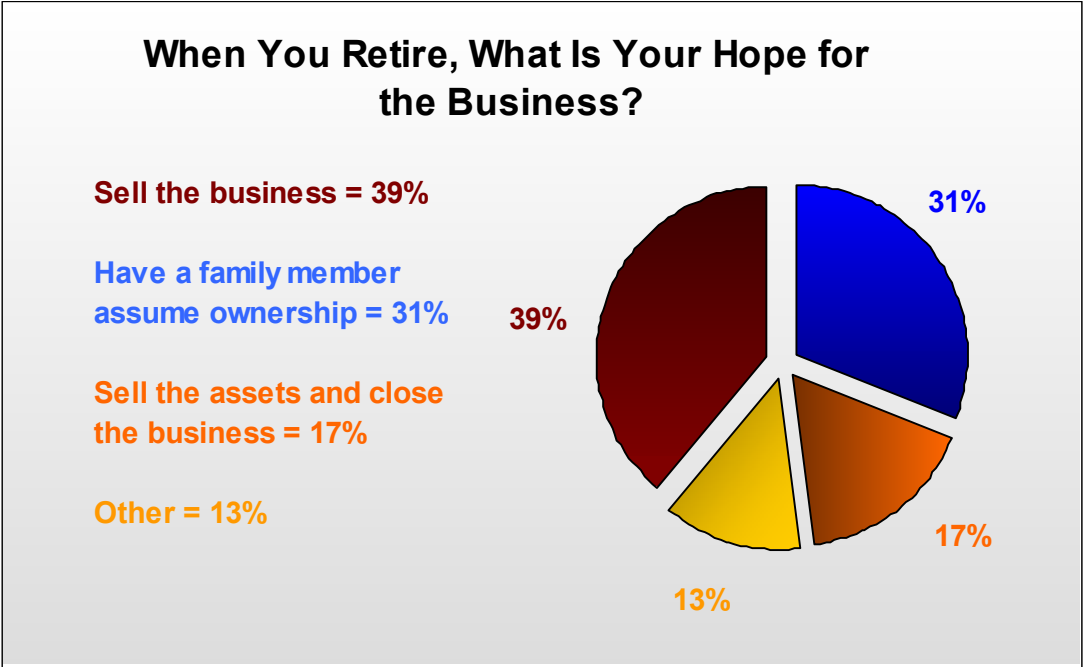
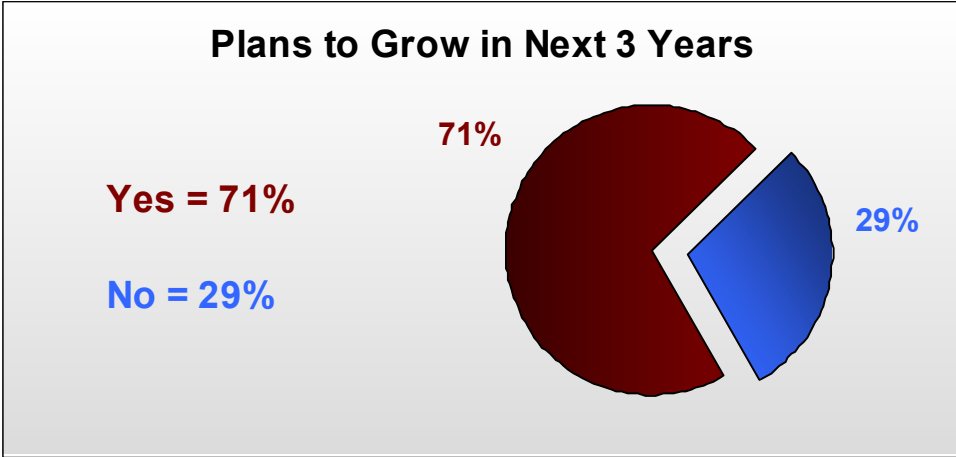
DEMOGRAPHICS & FIRMOGRAPHICS:

Note: Percentages may not add to 100 due to rounding and/or non-responses.









Category of Business

Services = 31%

Retail = 26%

Agriculture, Forestry, Fishing = 14%

Construction = 12%

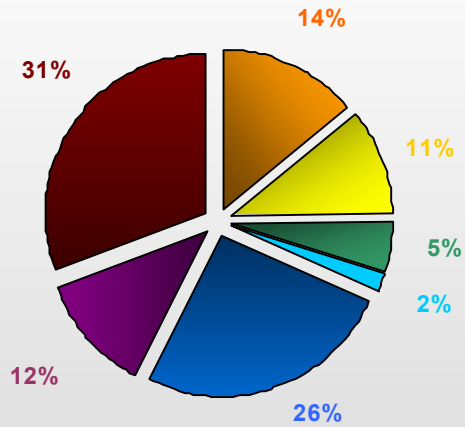
Manufacturing = 11%

Wholesale = 5%

Communication = 2%

Financial Services = 0%

Transportation = 0%

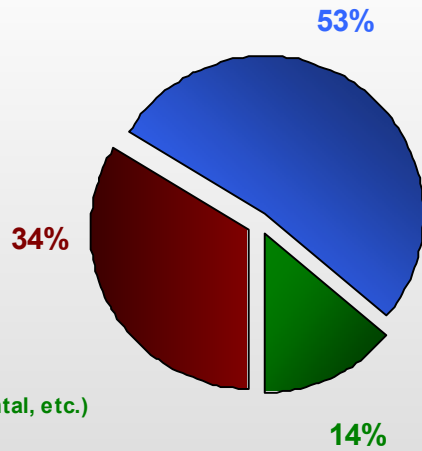


Service Sub-categories

Personal = 53%
(laundries, beauty shop,
auto repair child care, etc.)

Professional = 34%
(health, legal, education,
engineering, etc.)

Business = 14%
(advertising, security, mail,
computer services, equipment rental, etc.)



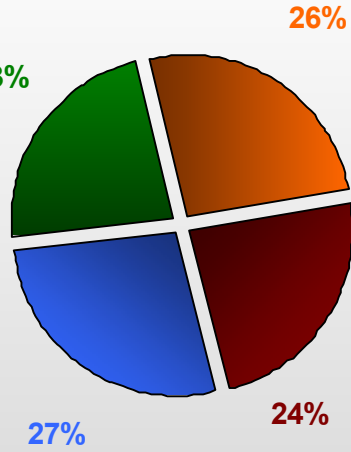
Year Business Started

Before 1978 = 24%

1978-1987 = 27%

1988-1994 = 23%

1995 & later = 26%



How Business Was Started

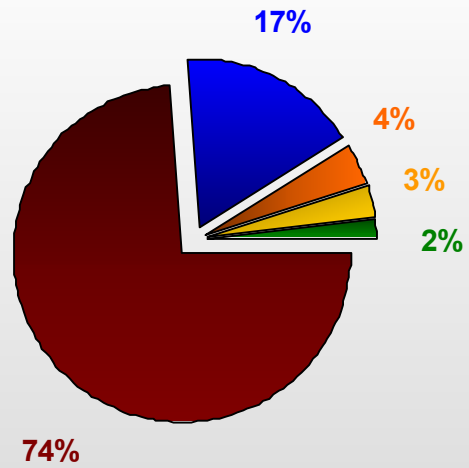
Founded a new business = 74%

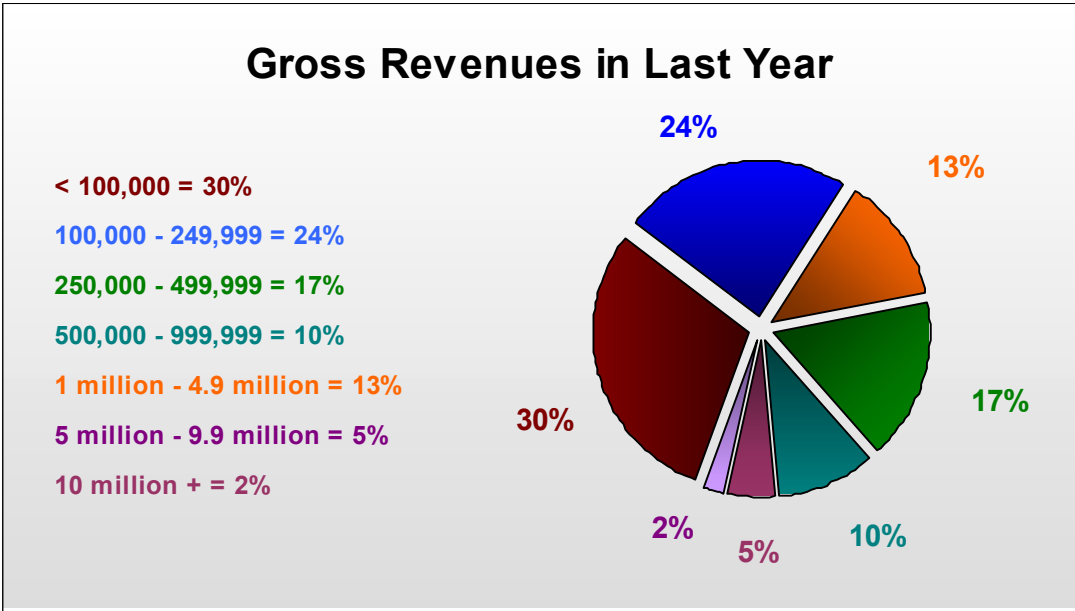
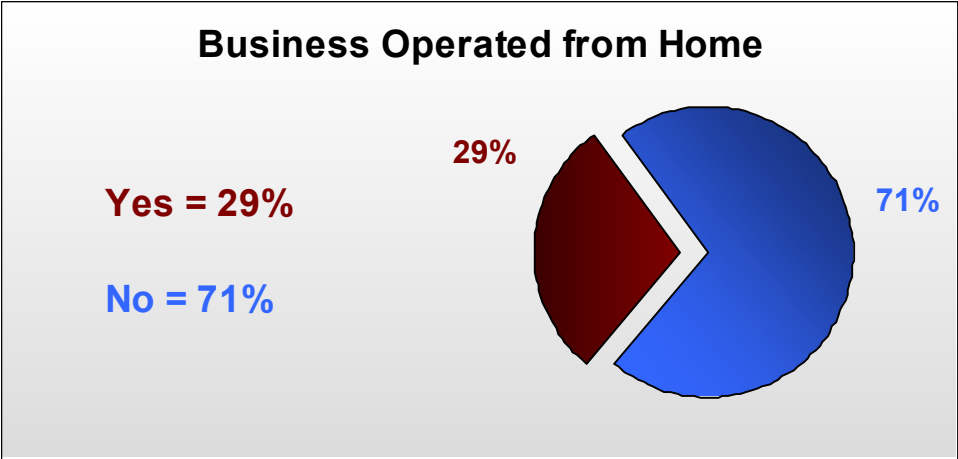
Purchased an existing business = 17%

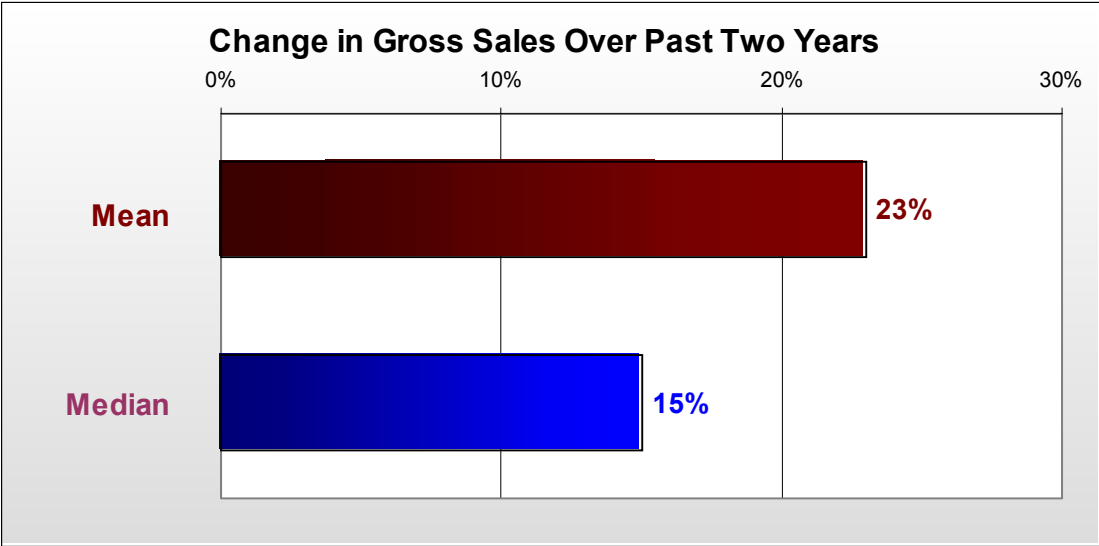
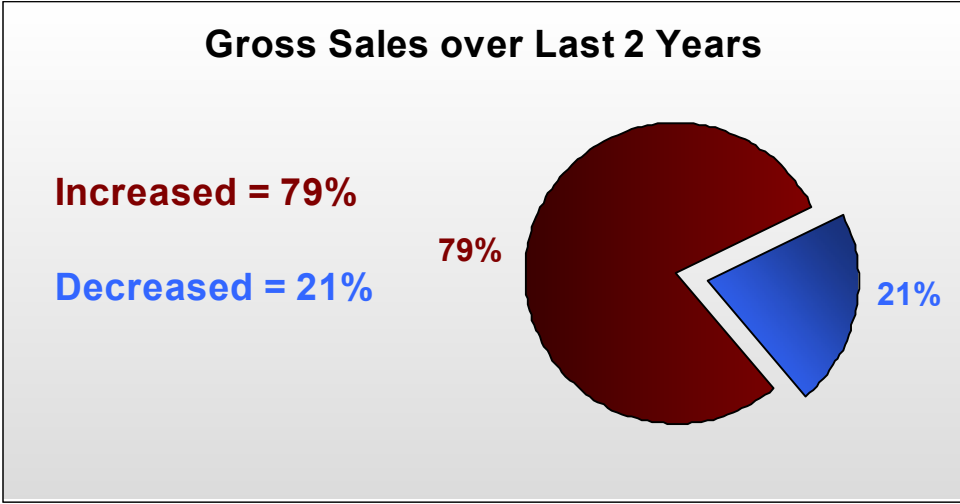
Joined an existing family business = 4%

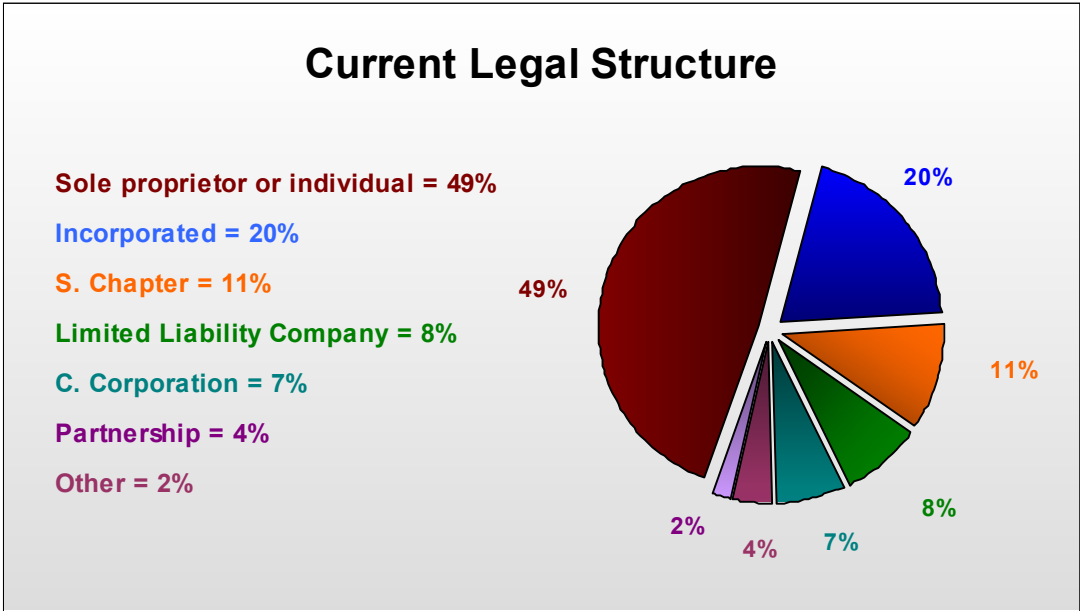
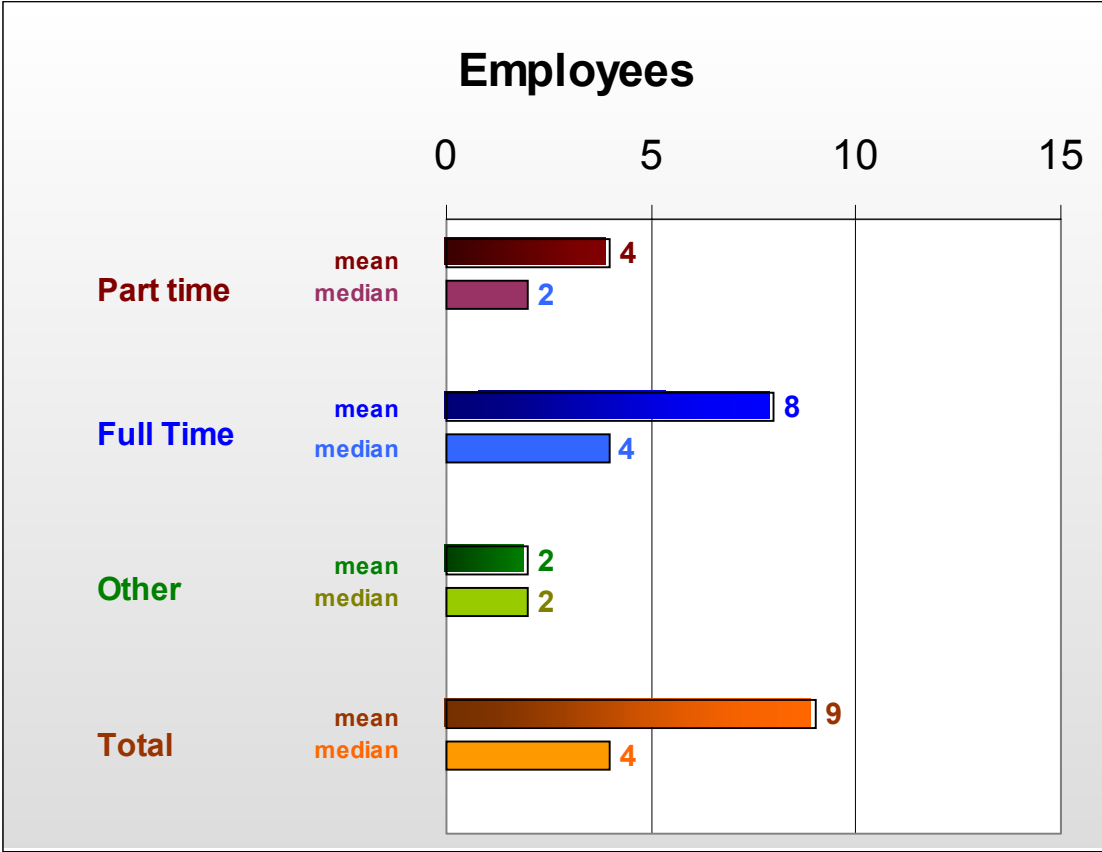
Purchased a new franchise = 3%

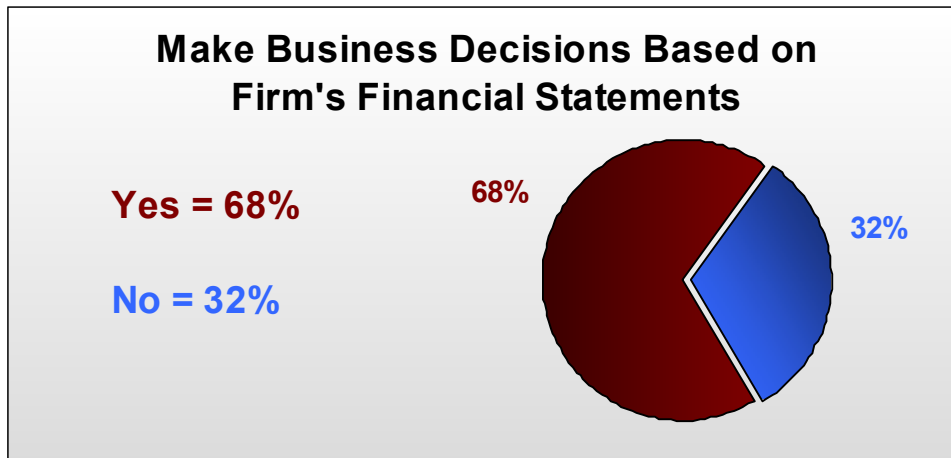
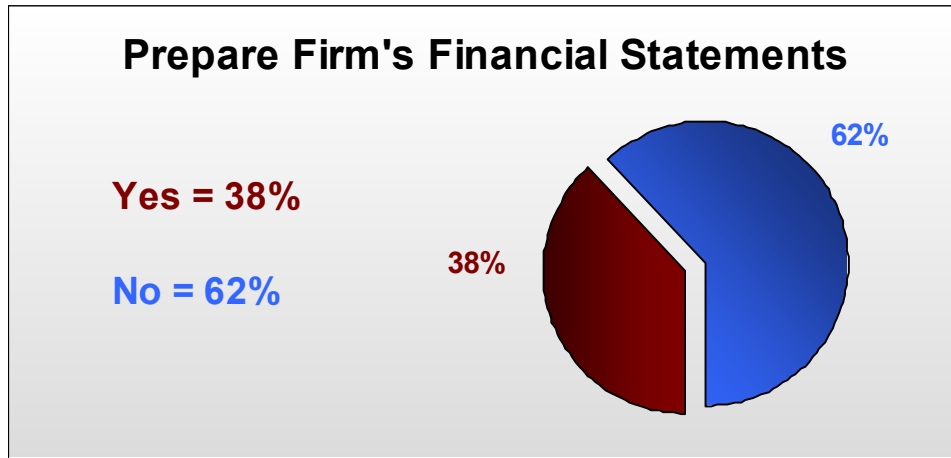
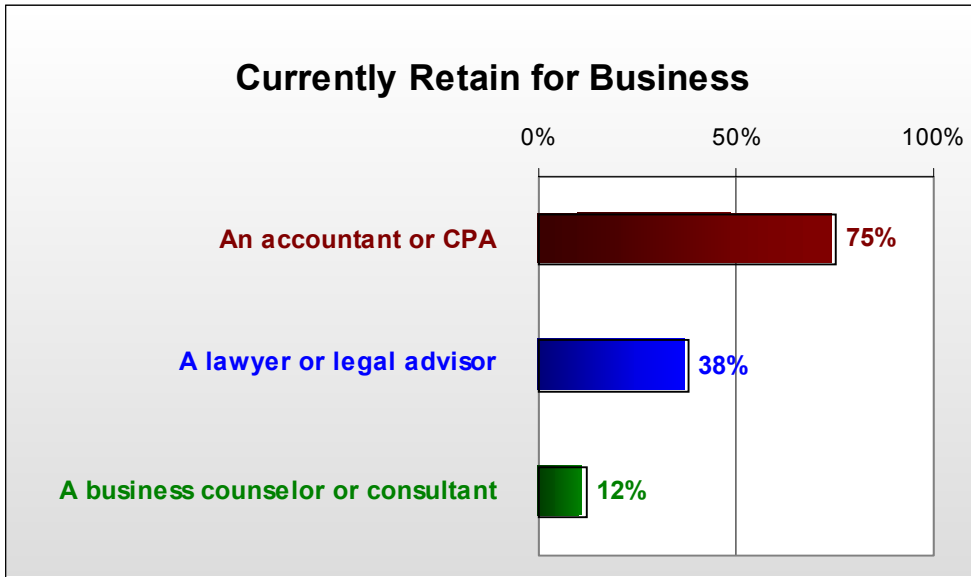
Inherited a family business = 2%











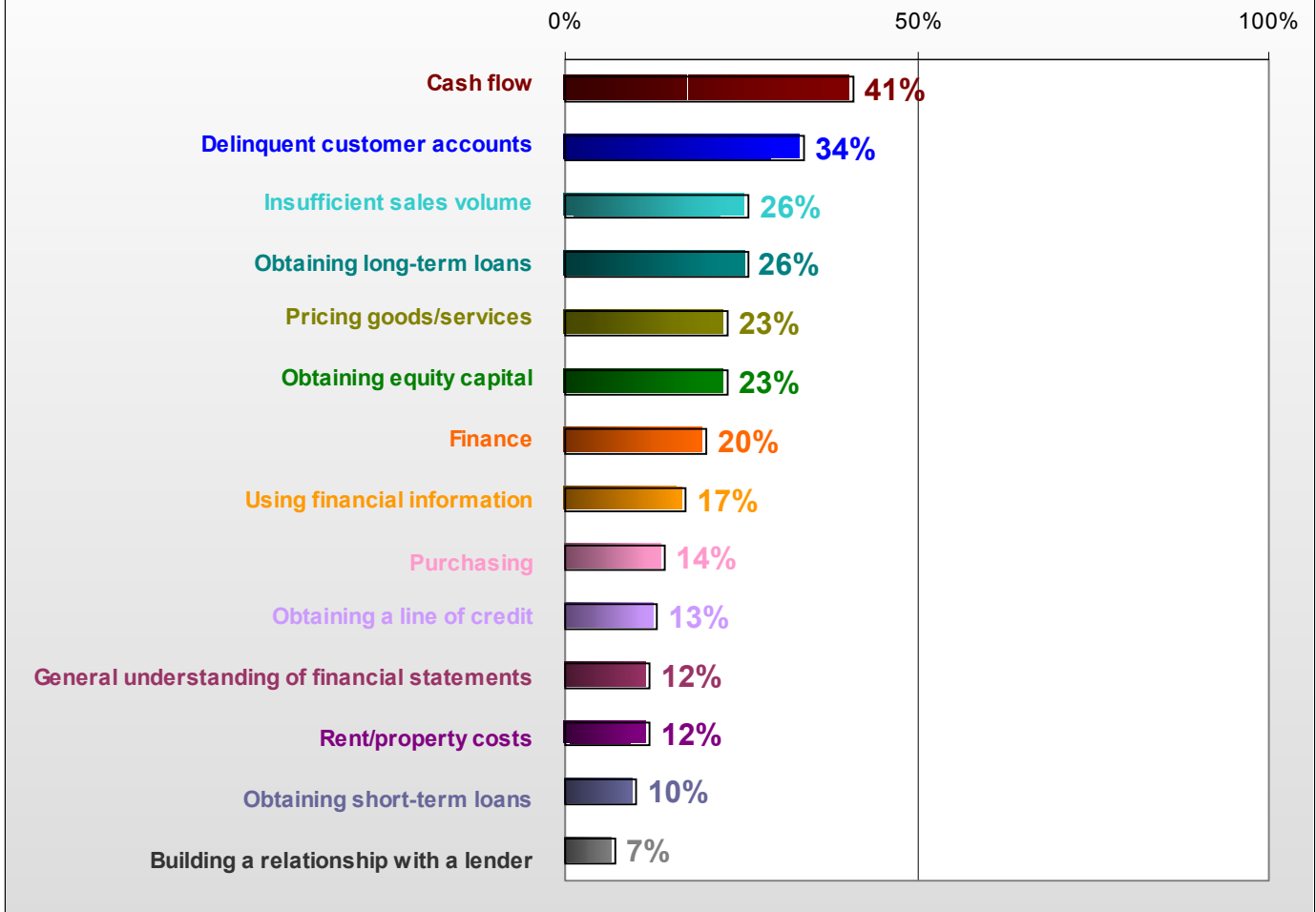
CONTENT AREAS:

THEN – When starting the business **NOW - Currently**

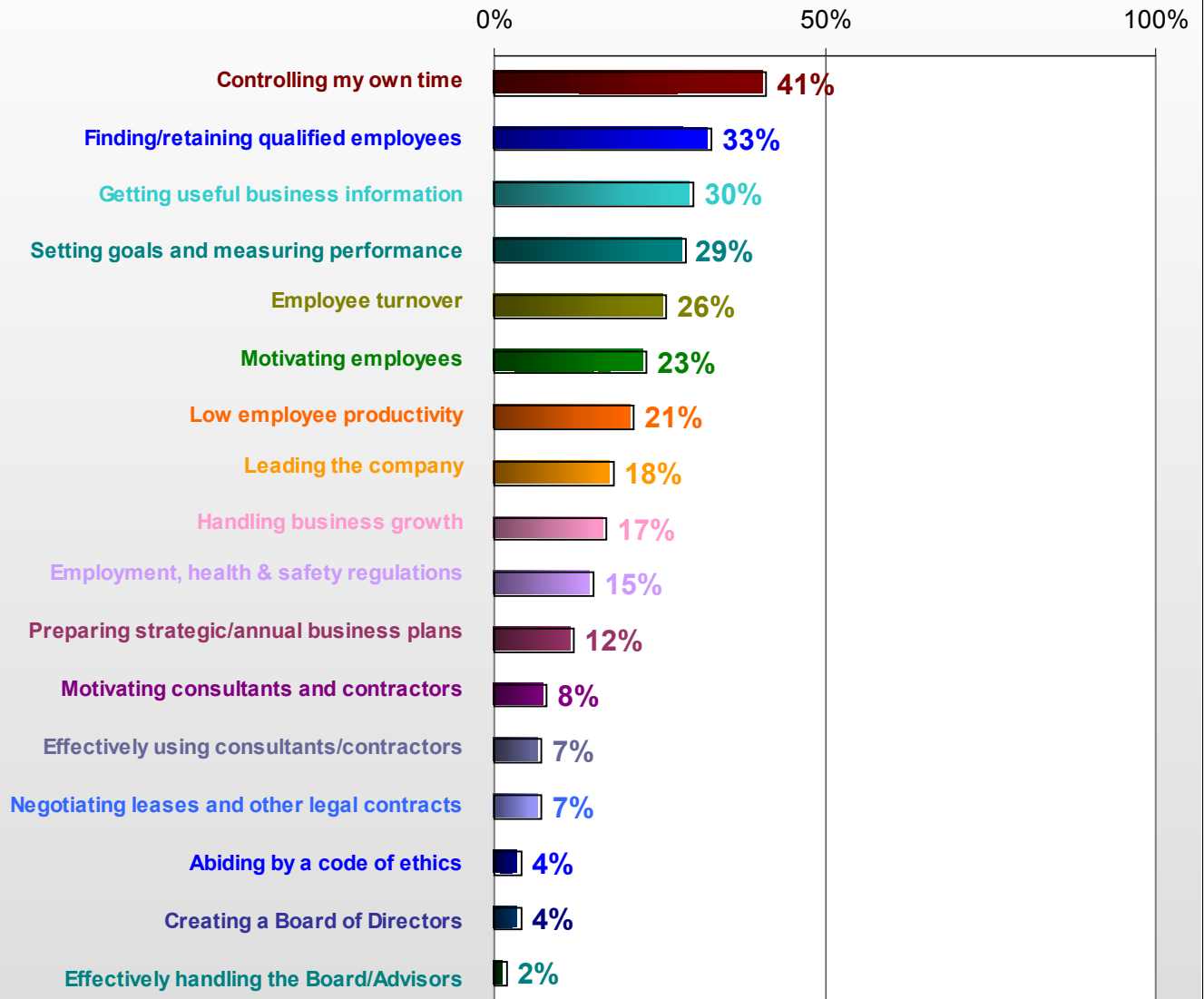
Note: Percentages may not add to 100 due to rounding and/or non-responses.



Financials: Problems **NOW**



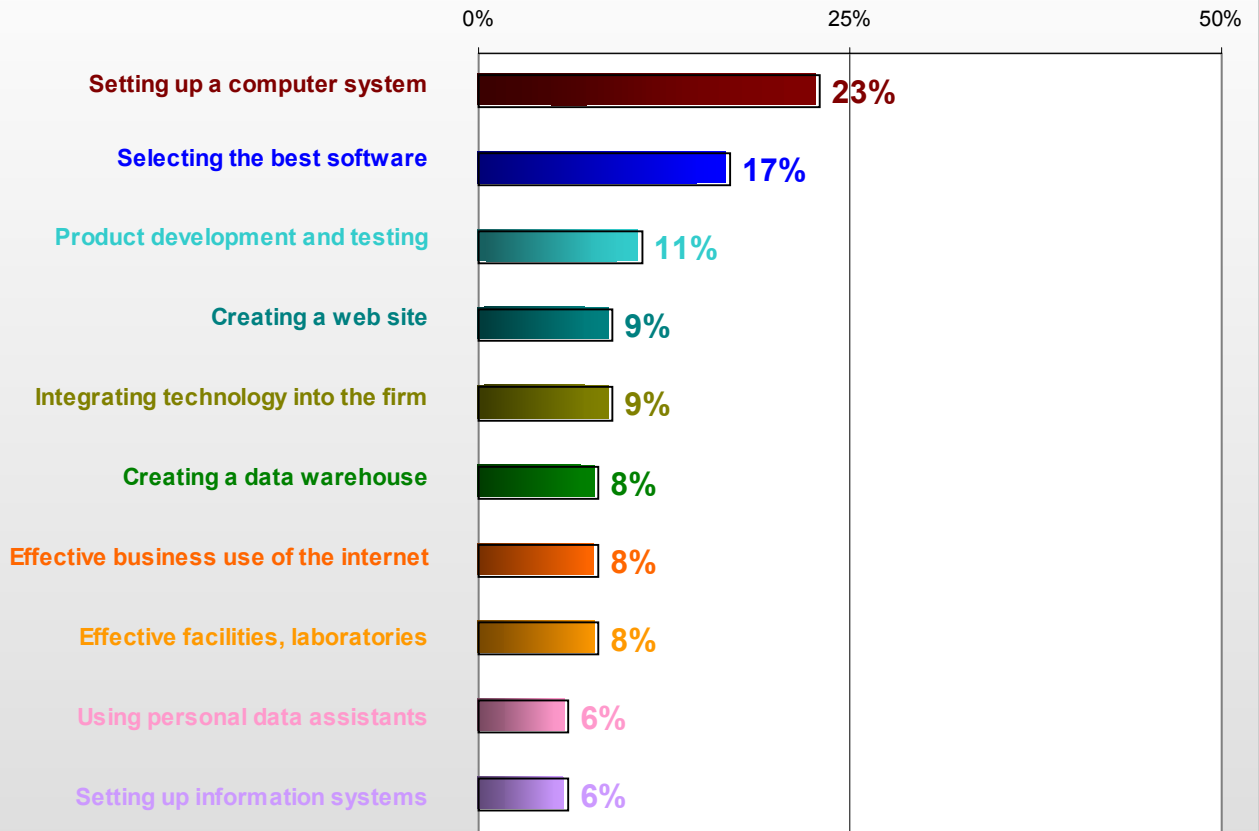
Management: Problems THEN



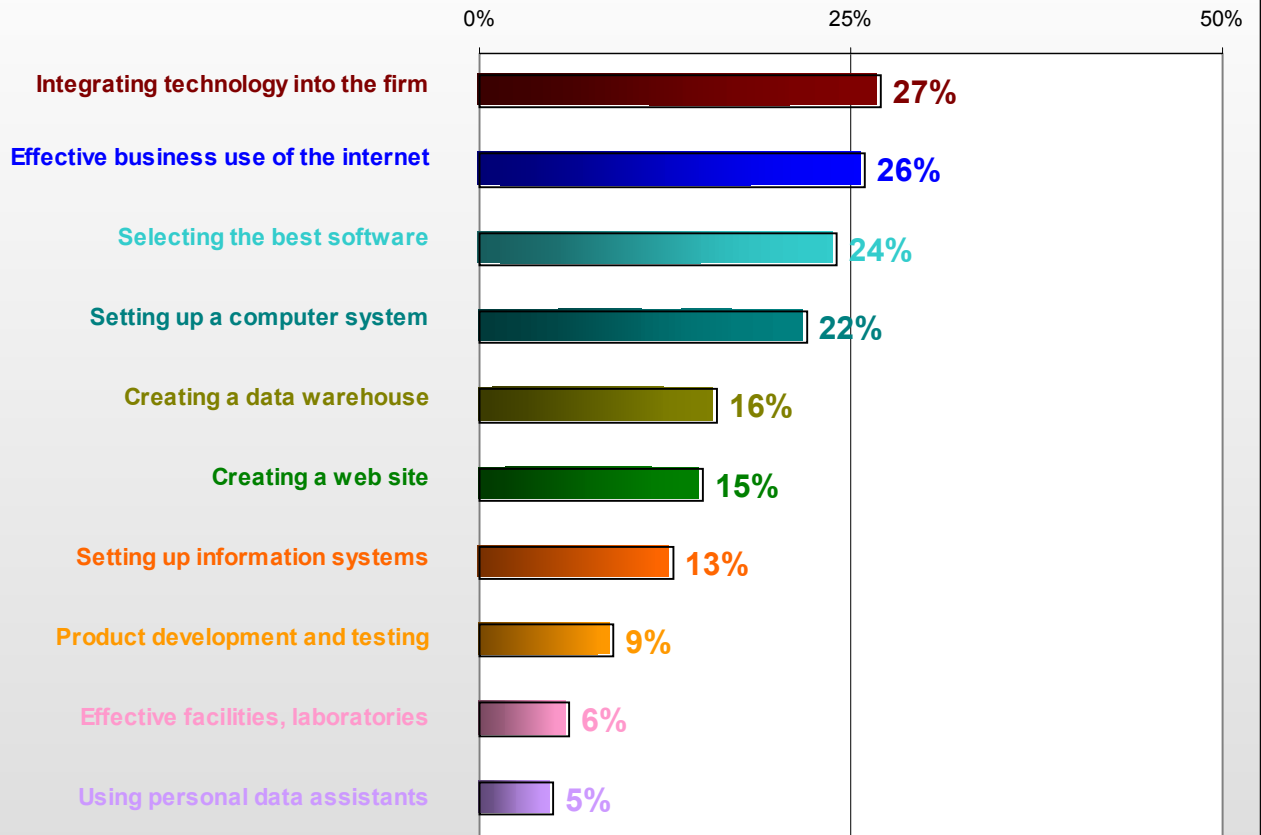
Management: Problems **NOW**



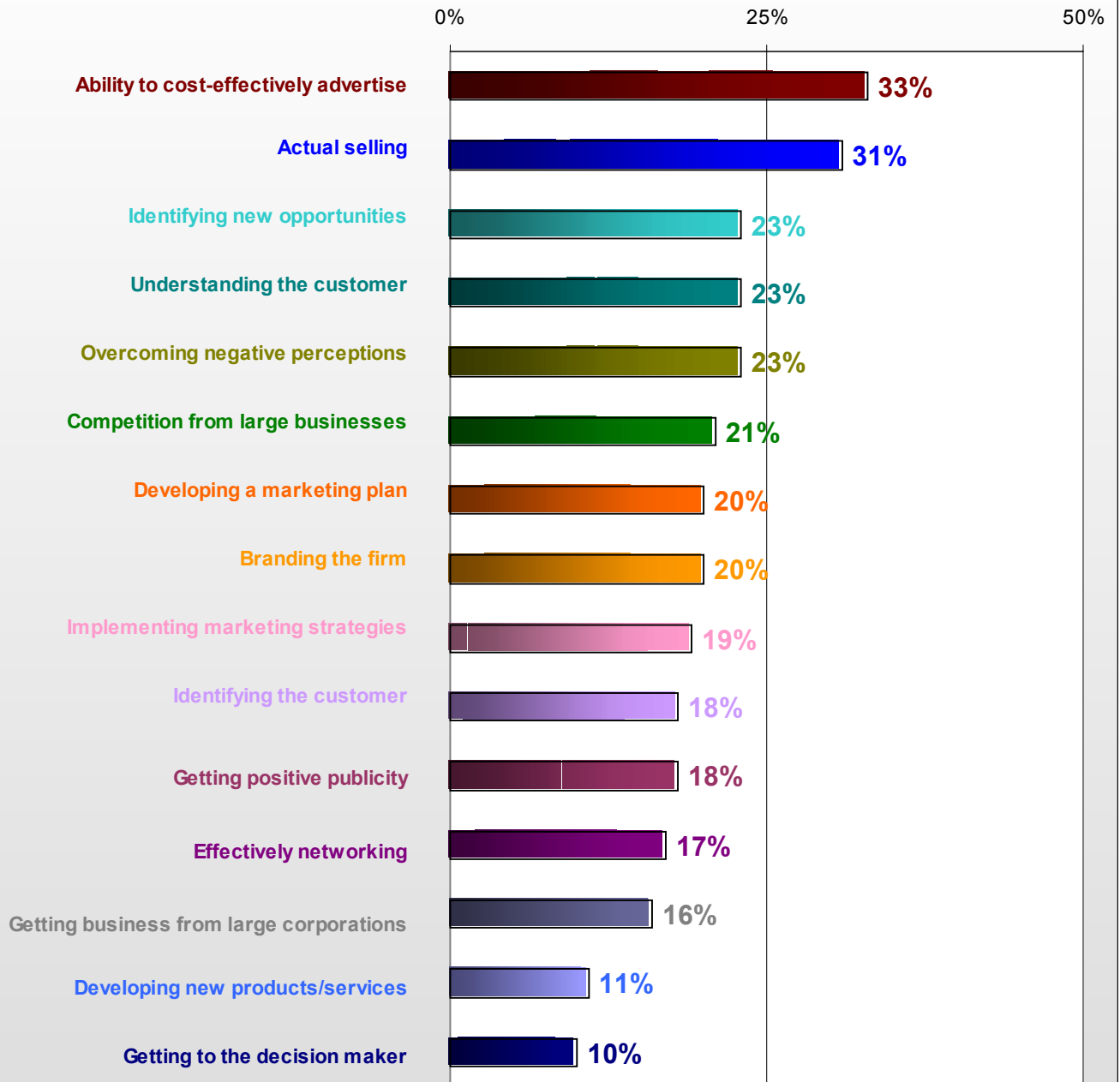
Technology: Problems **THEN**



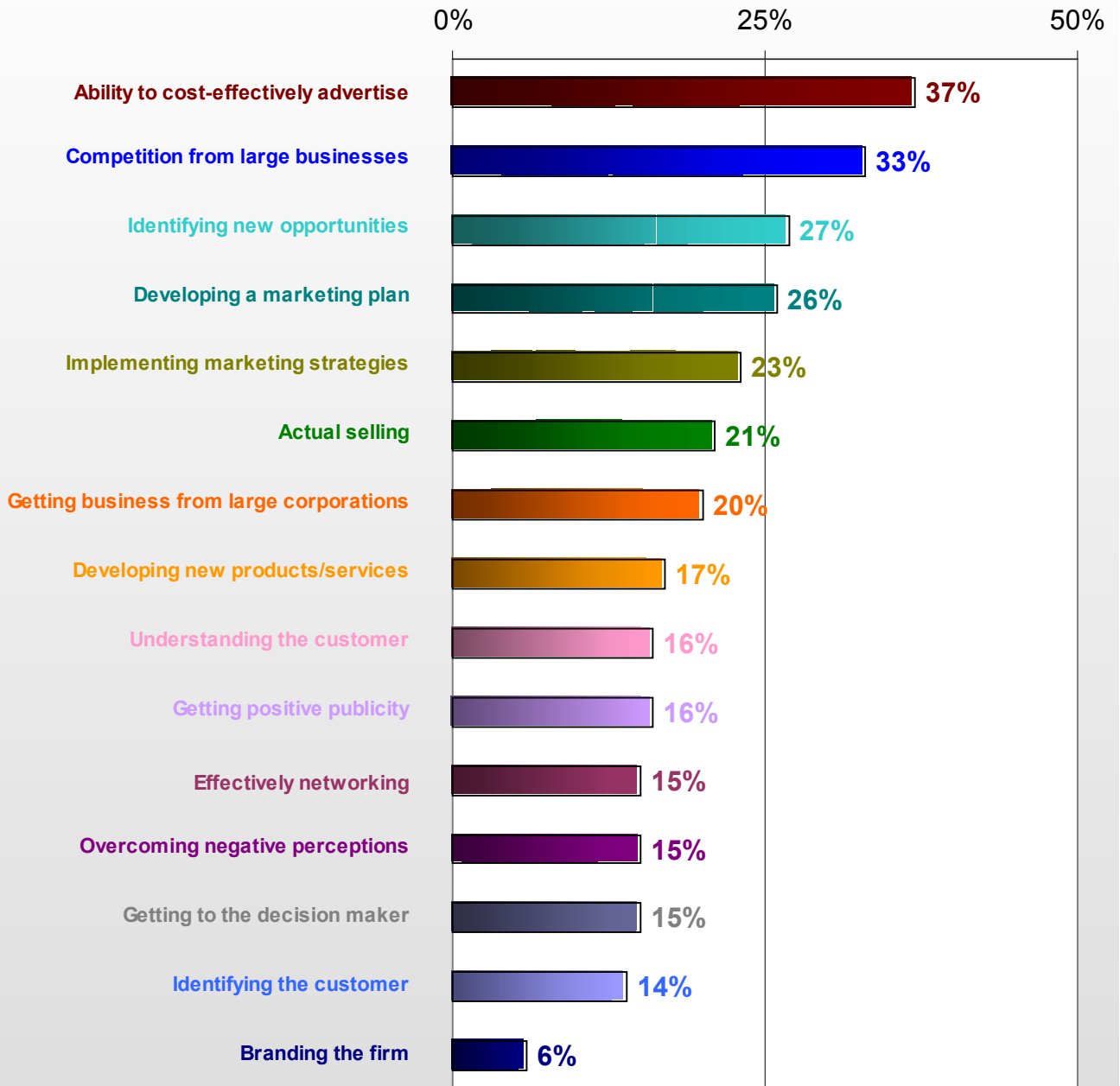
Technology: Problems **NOW**



Marketing: Problems **THEN**

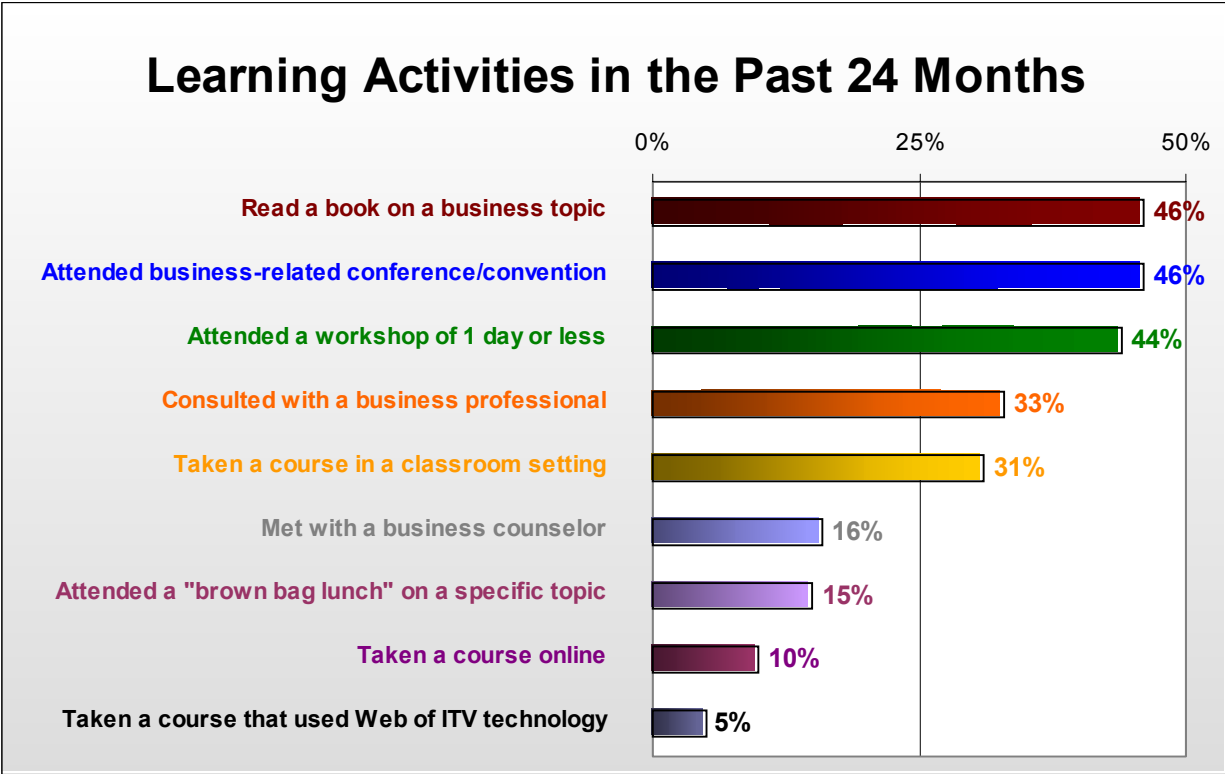
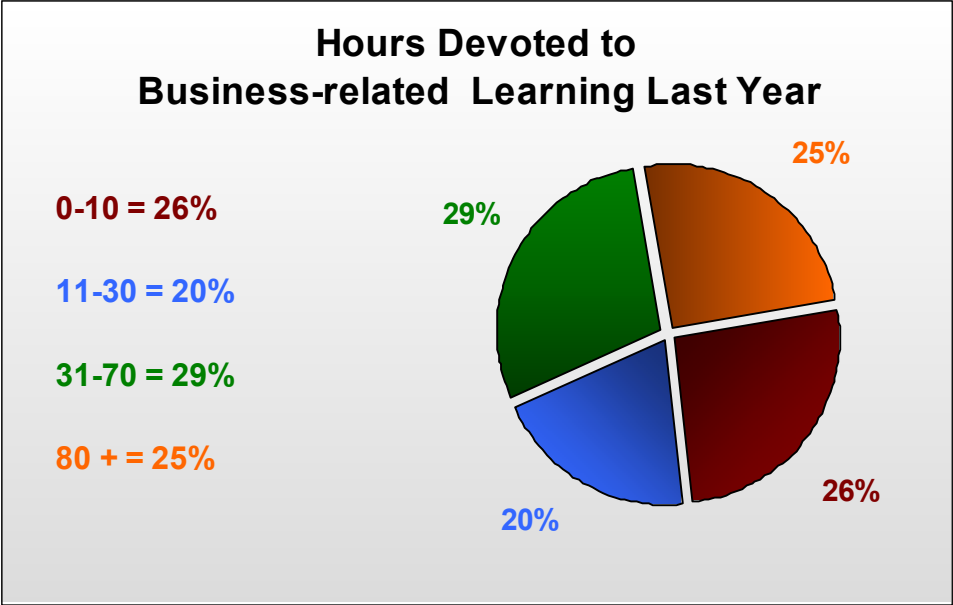


Marketing: Problems **NOW**



LEARNING STYLES:

Note: Percentages may not add to 100 due to rounding and/or non-responses.



New Business Practices

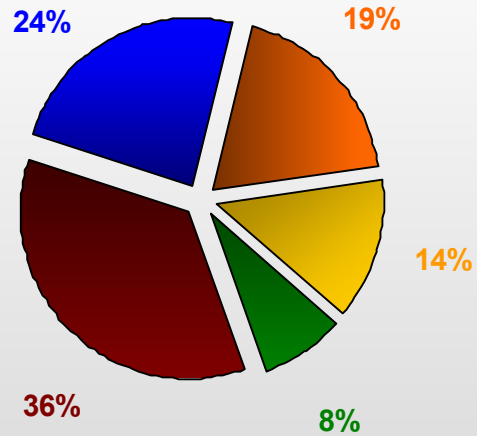
I use what is widely accepted and understood = 36%

When a new idea shows promise, I jump on it before most others = 24%

I attempt to be the first to try new things = 19%

If it's not broke, I don't fix it = 14%

When the "big names" use it, I am ready to try = 8%



Approaches to Solving Business Problems

Find out as much as you can & figure out a solution yourself = 66%

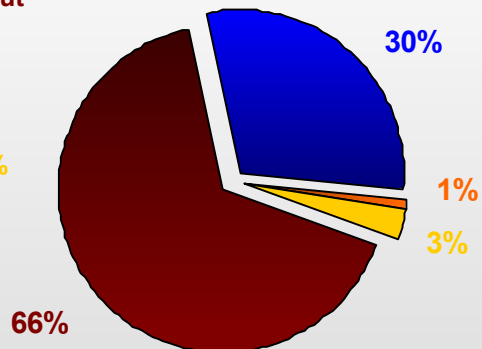
Talk with peers who may have faced similar problems = 30%

Hire a consultant to find a solution = 3%

Other = 1%

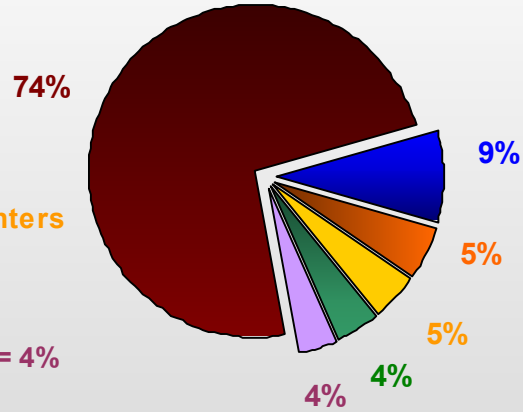
Use the Internet = 0%

Take a course = 0%



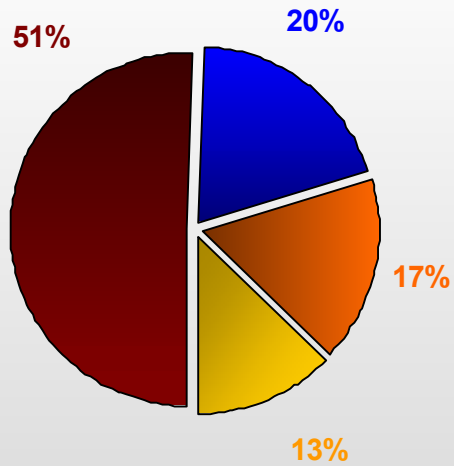
Sources Used for Business Information

- Other = 74%
- University Outreach and Extension = 9%
- Small Business Administration (SBA) = 5%
- Small Business Development Centers (SBDC) = 5%
- Local College or University = 4%
- Dept. of Economic Development = 4%



Learning New Skills & Knowledge

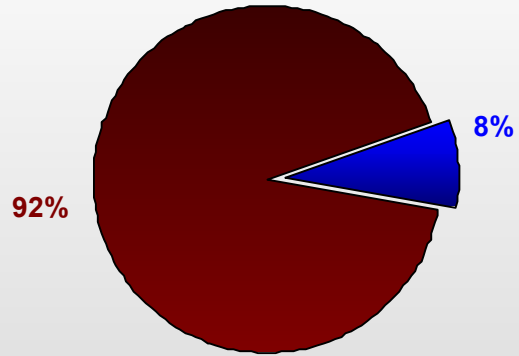
- Watch it demonstrated = 51%
- Listen to someone explain it = 20%
- Read about it = 17%
- Try it without guidance from anyone = 13%



Preferred Method of Learning

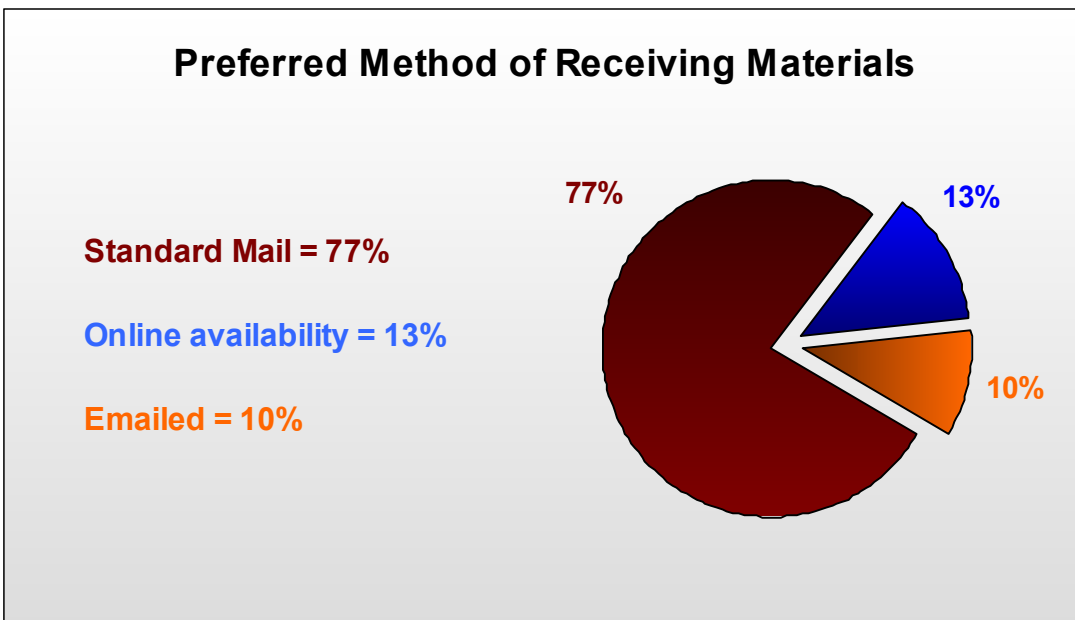
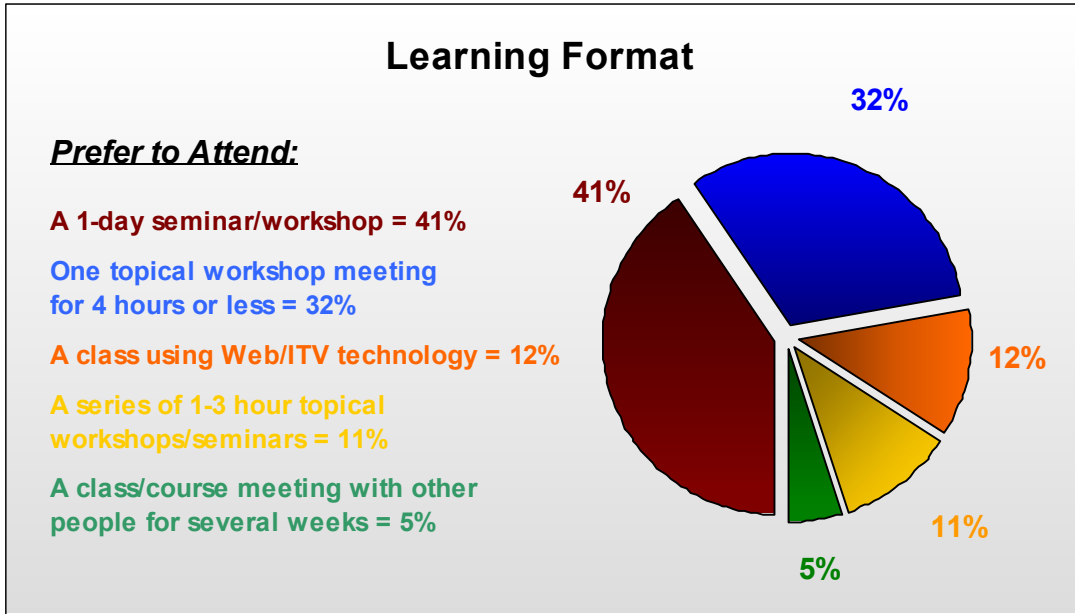
First understand the underlying concept or theory, then apply it to your business = 92%

Bypass understanding the concept or theory but be able to apply it to your business = 8%



DELIVERY PREFERENCES:

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Ideal Learning Environment: Time Allocation

