

## **Descriptive Analysis of East Central Region**

# **Learning Experiences & Preferences**

**Survey Data  
(N=342; 28.6% of Total)**

**April 2003**

by

**Gwen Richtermeyer, Ph.D.**

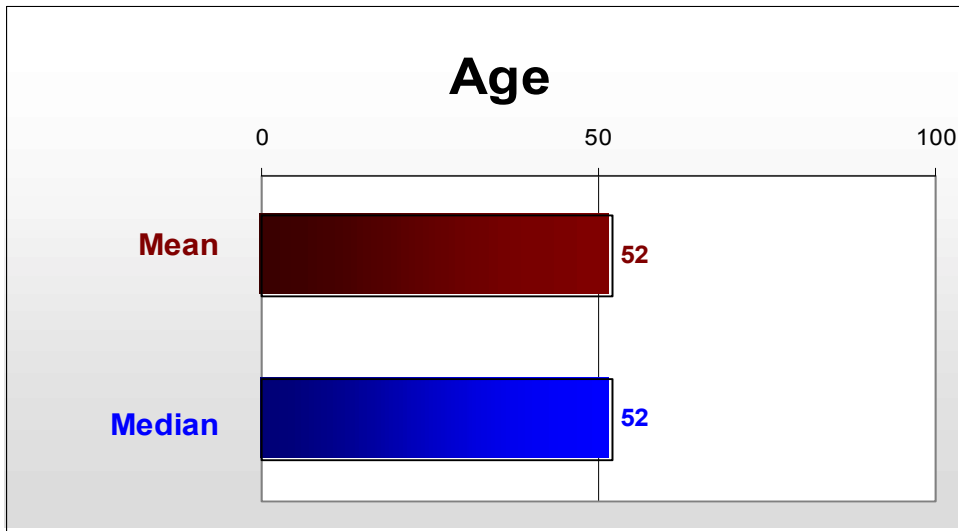
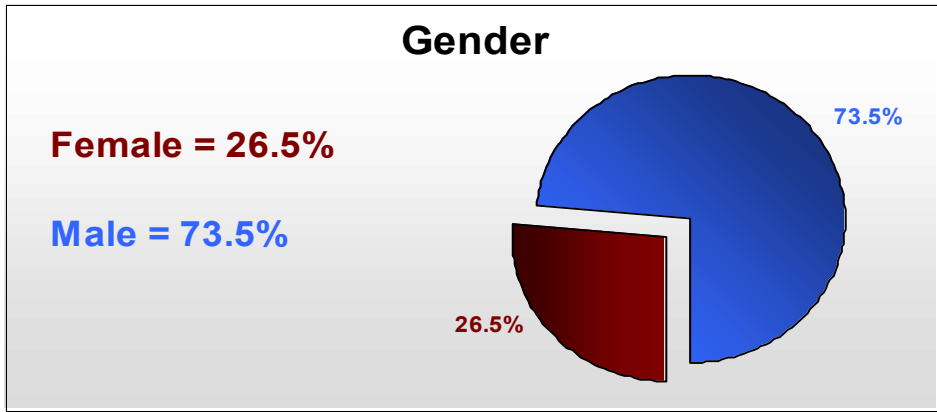
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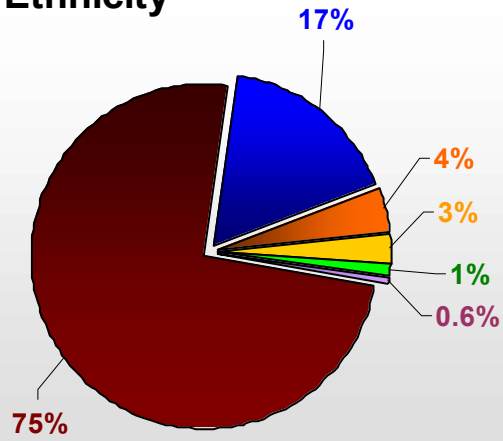
# DEMOGRAPHICS & FIRMOGRAPHICS

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



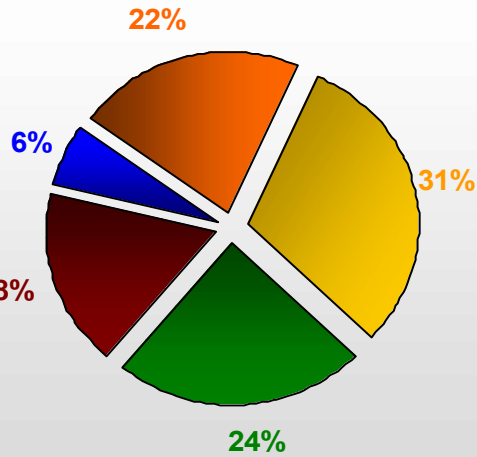
### Race / Ethnicity

- White = 75%
- Hispanic = 17%
- African American = 4%
- Other = 3%
- Native American = 1%
- Asian American = 0.6%



### Education

- High School = 18%
- Technical/Vocational = 6%
- Some College = 22%
- Baccalaureate degree = 31%
- Graduate degree = 24%

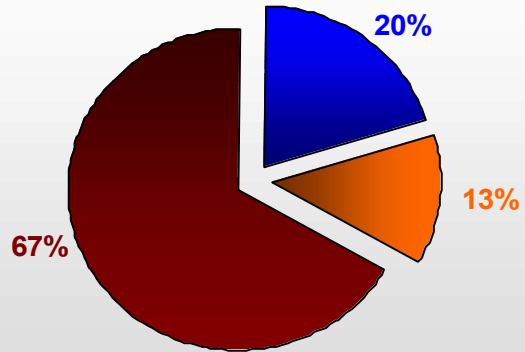


### Principal Owner of the Business

**Male = 67%**

**Female = 20%**

**Equal Male/Female  
Ownership = 13%**



### Primary Goal or Dream at Startup

**Earn a decent living = 51%**

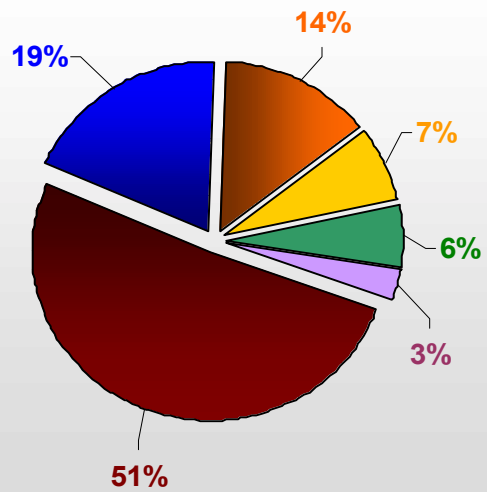
**Grow a business slowly = 19%**

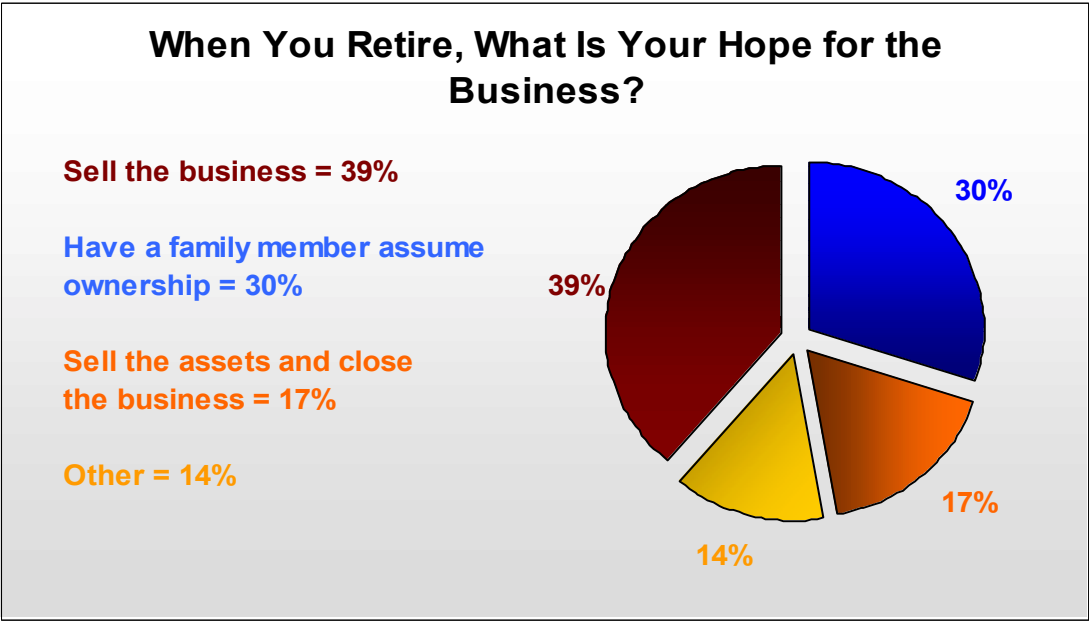
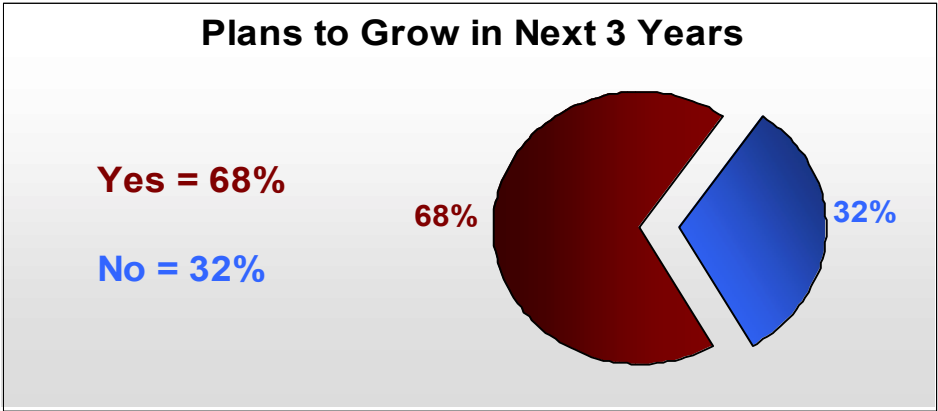
**Other = 14%**

**Build a major competitor in the  
industry = 7%**

**Build a business rapidly = 6%**

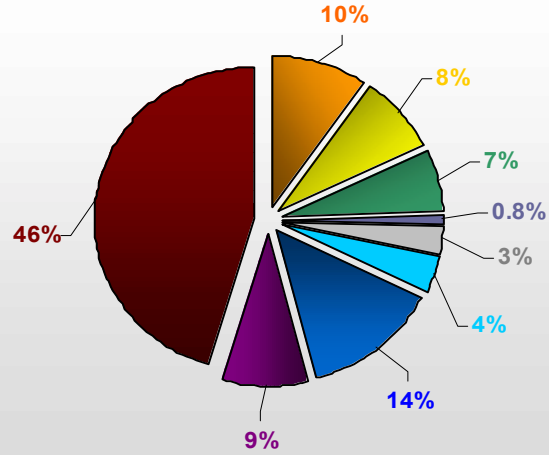
**Build a business with the intent  
to sell = 3%**





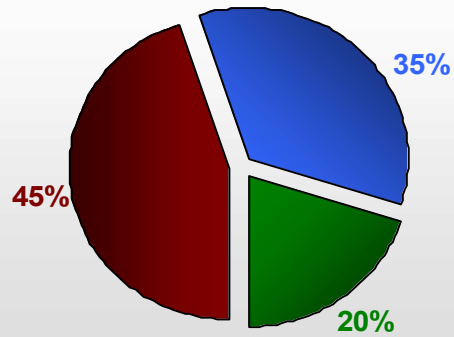
### Category of Business

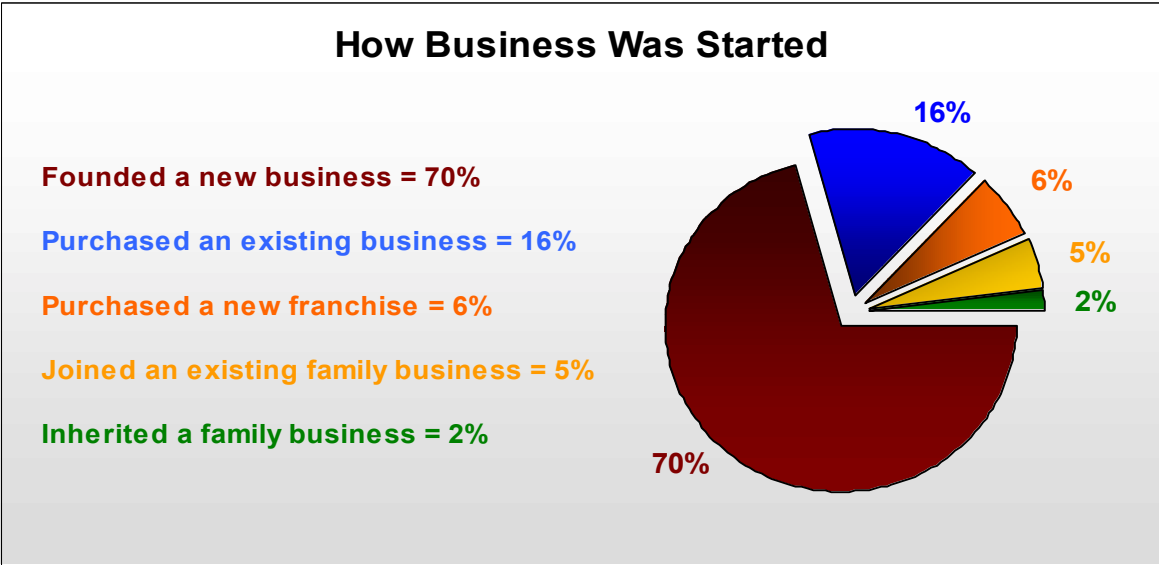
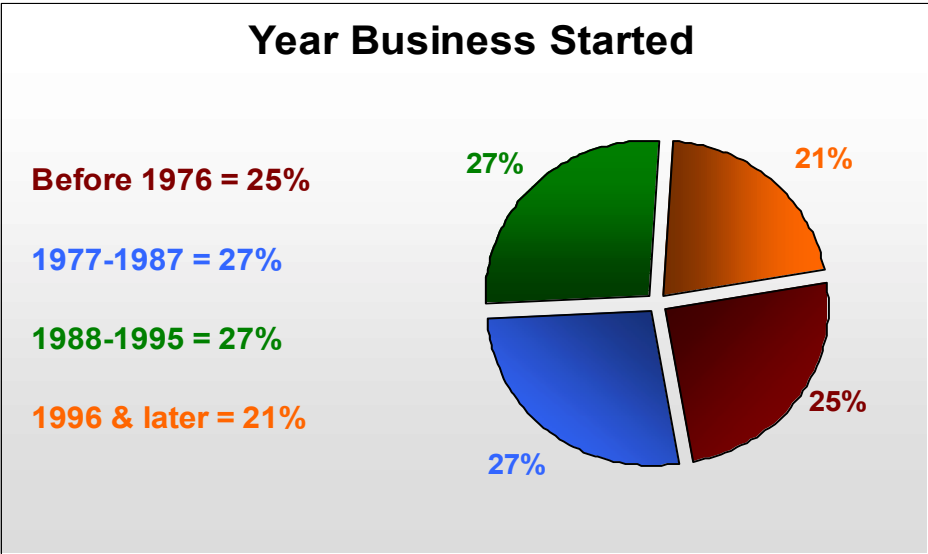
- Services = 46%
- Construction = 14%
- Manufacturing = 10%
- Agriculture, Forestry, Fishing = 9%
- Retail = 8%
- Wholesale = 7%
- Financial Services = 4%
- Transportation = 3%
- Communication = 0.8%

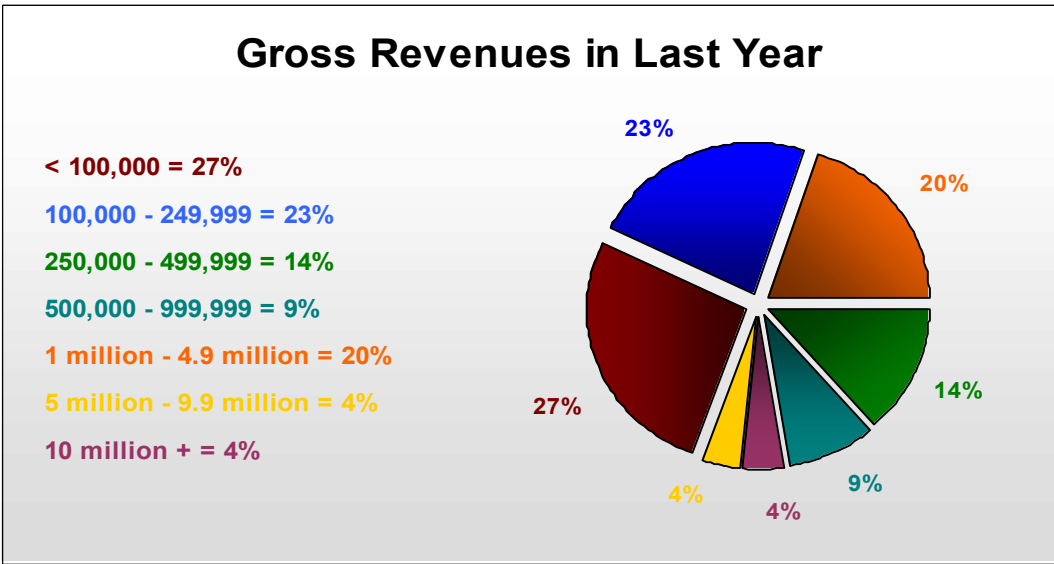
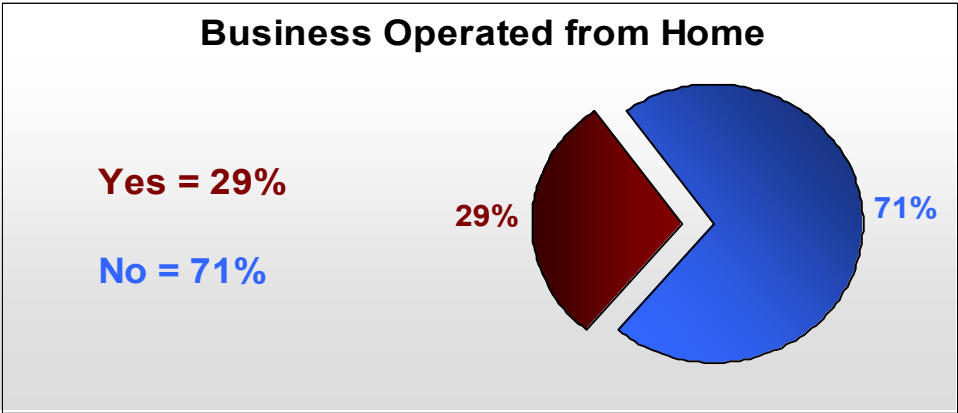


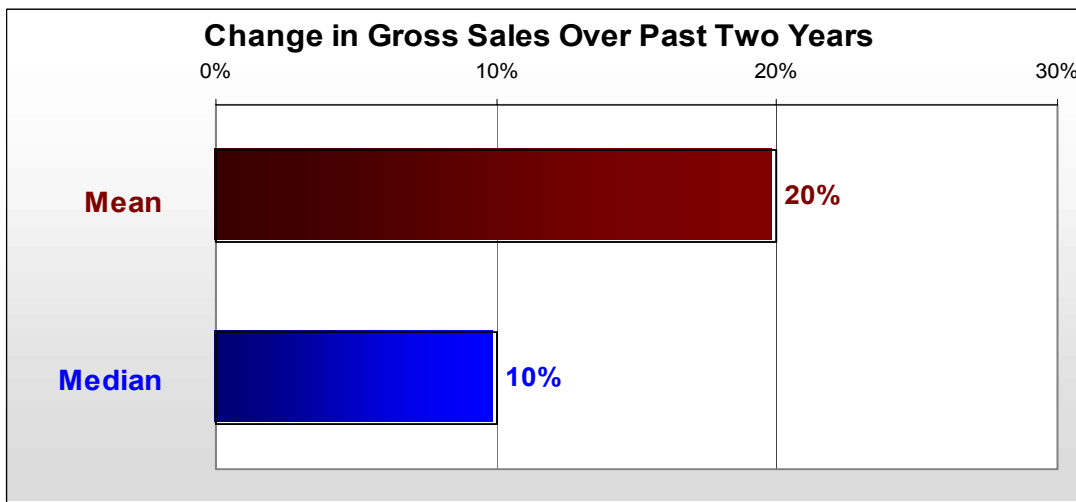
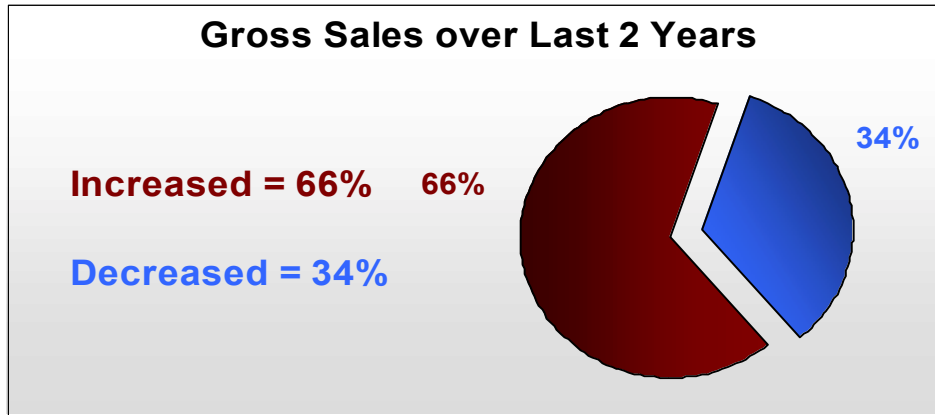
### Service Sub-categories

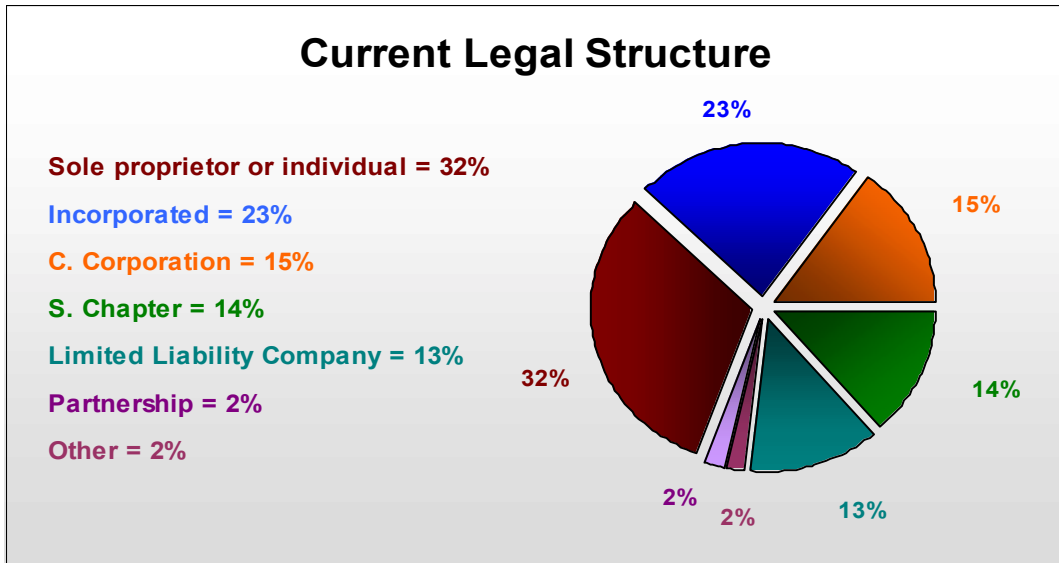
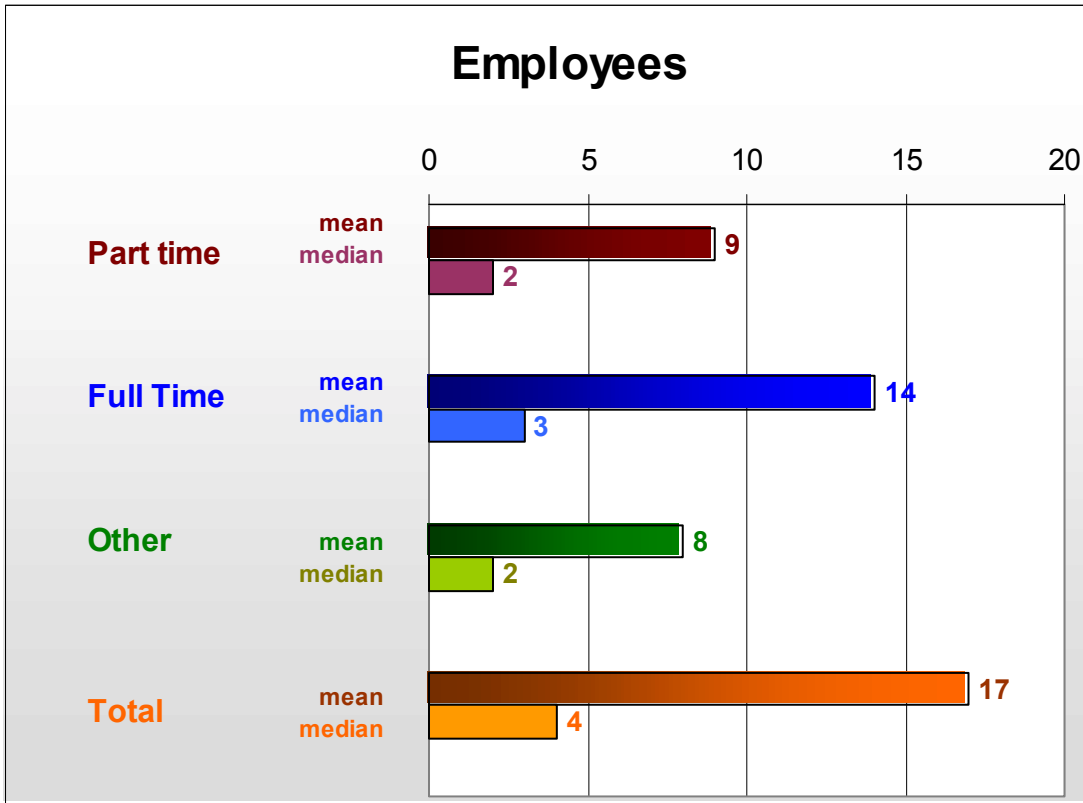
- Professional = 45%  
(health, legal, education, engineering, etc.)
- Personal = 35%  
(laundries, beauty shop, auto repair, child care, etc.)
- Business = 20%  
(advertising, security, mail, computer services, equipment rental, etc.)

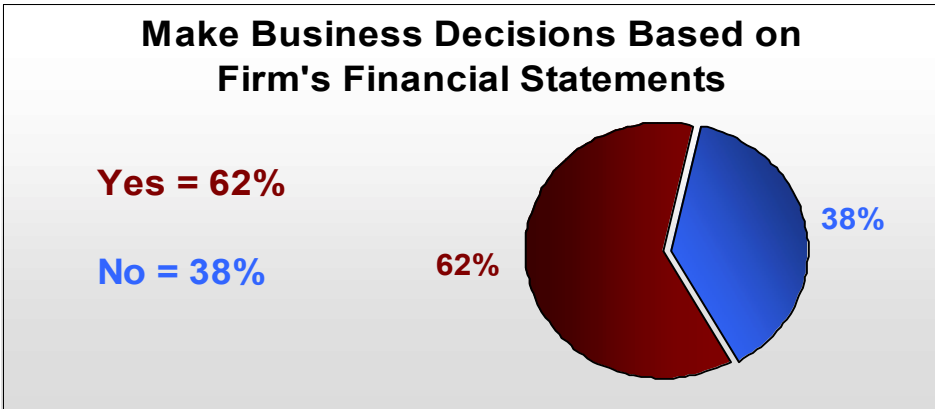
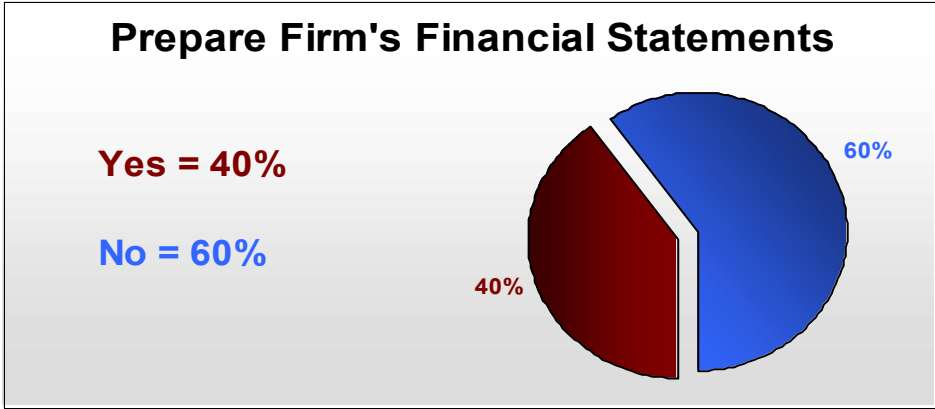
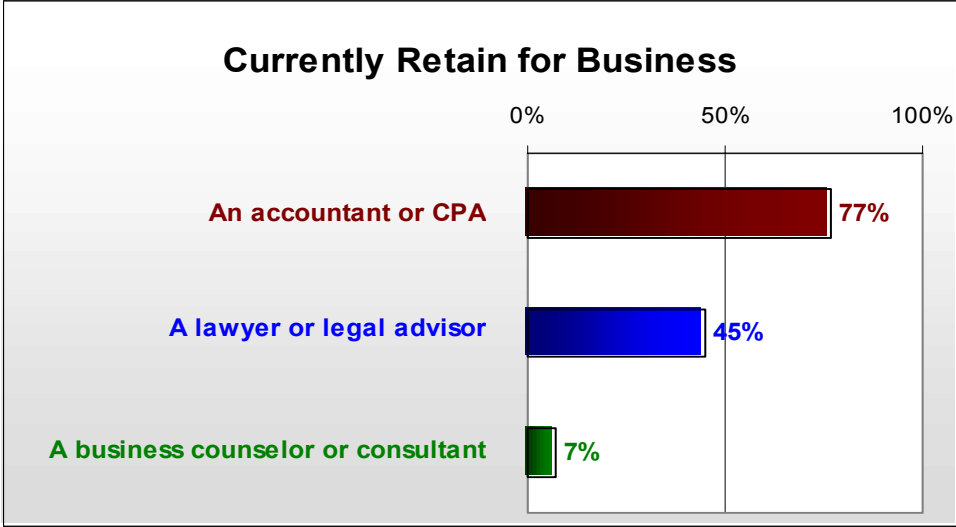








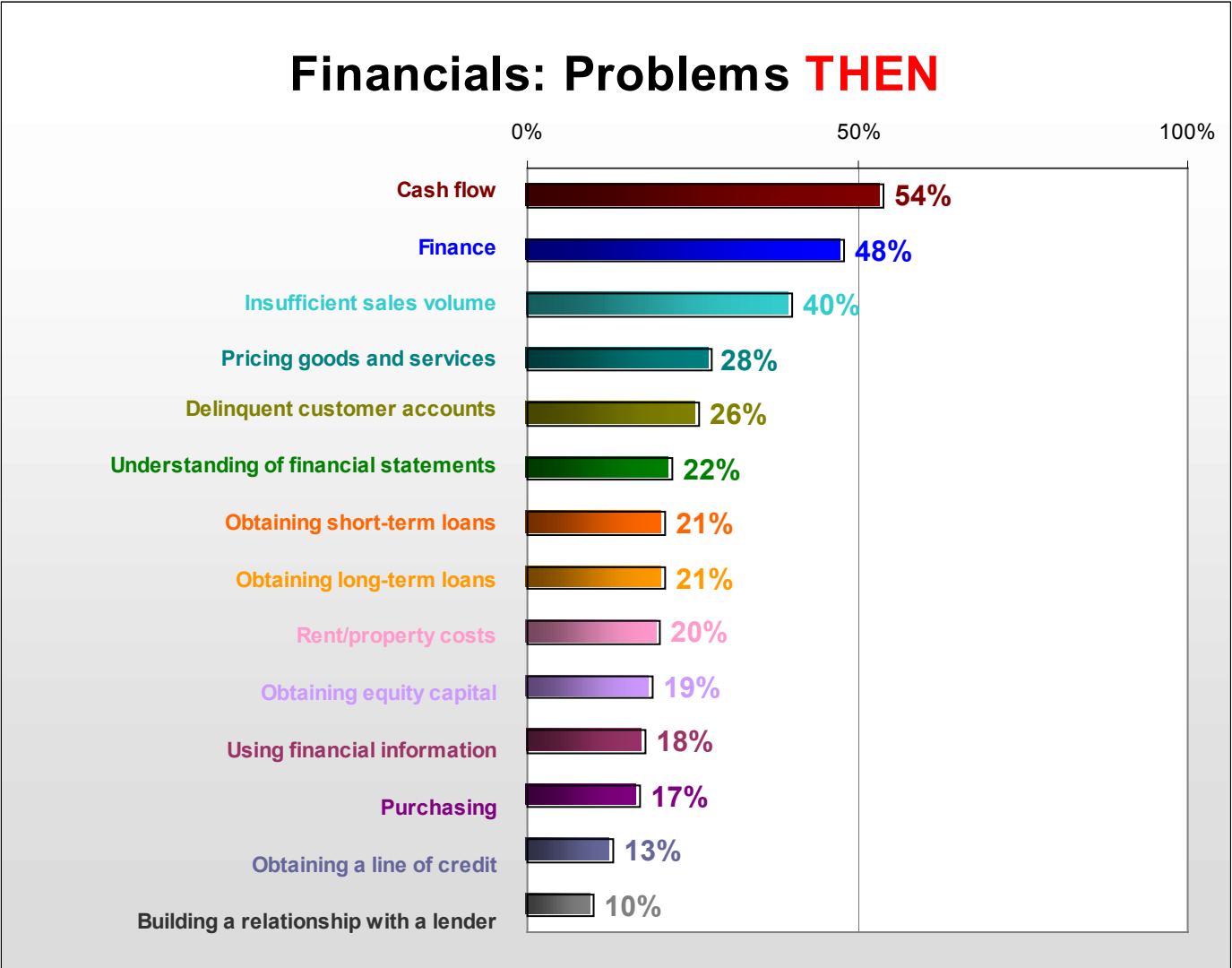




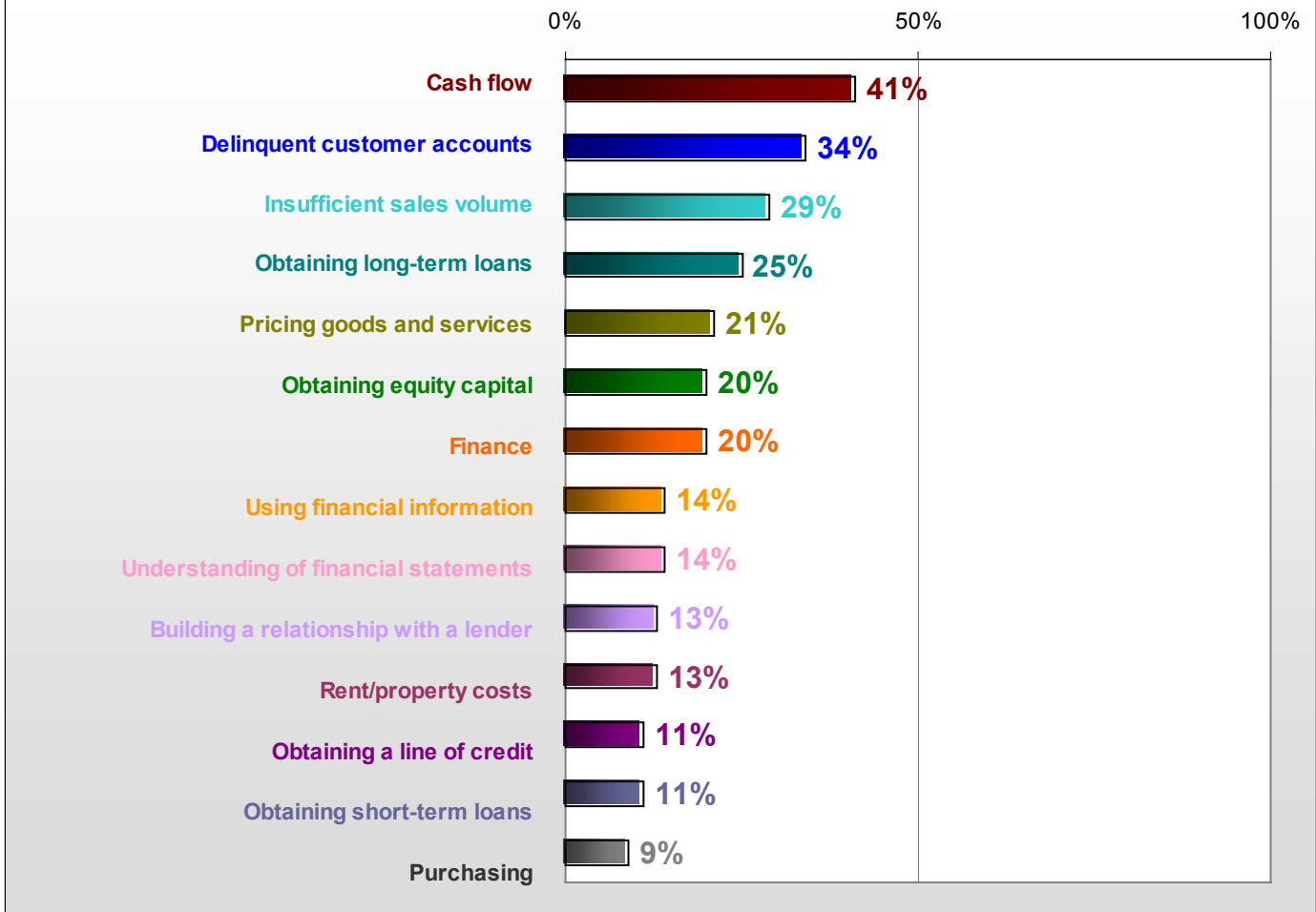
# CONTENT AREAS:

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

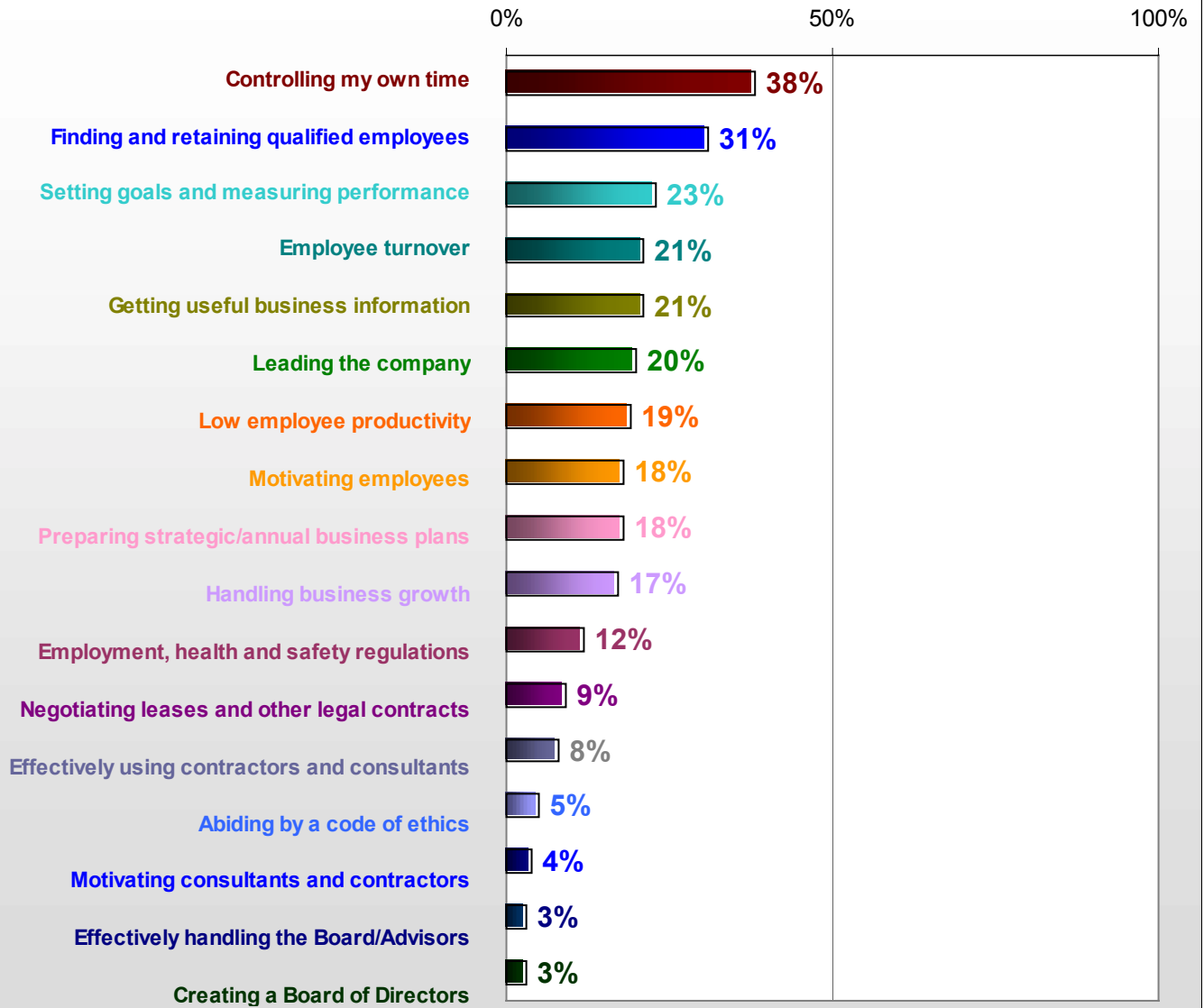
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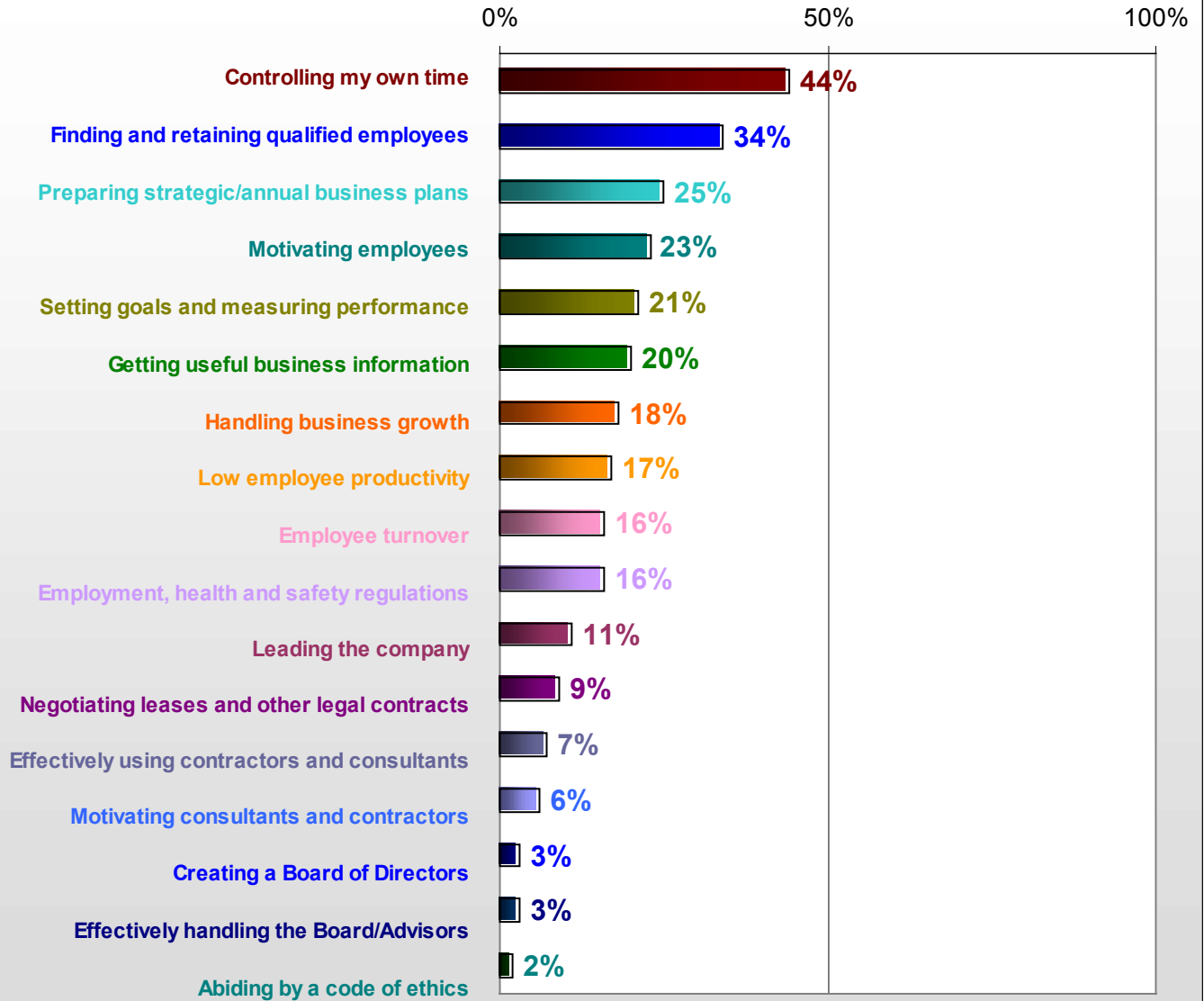
# Financials: Problems **NOW**



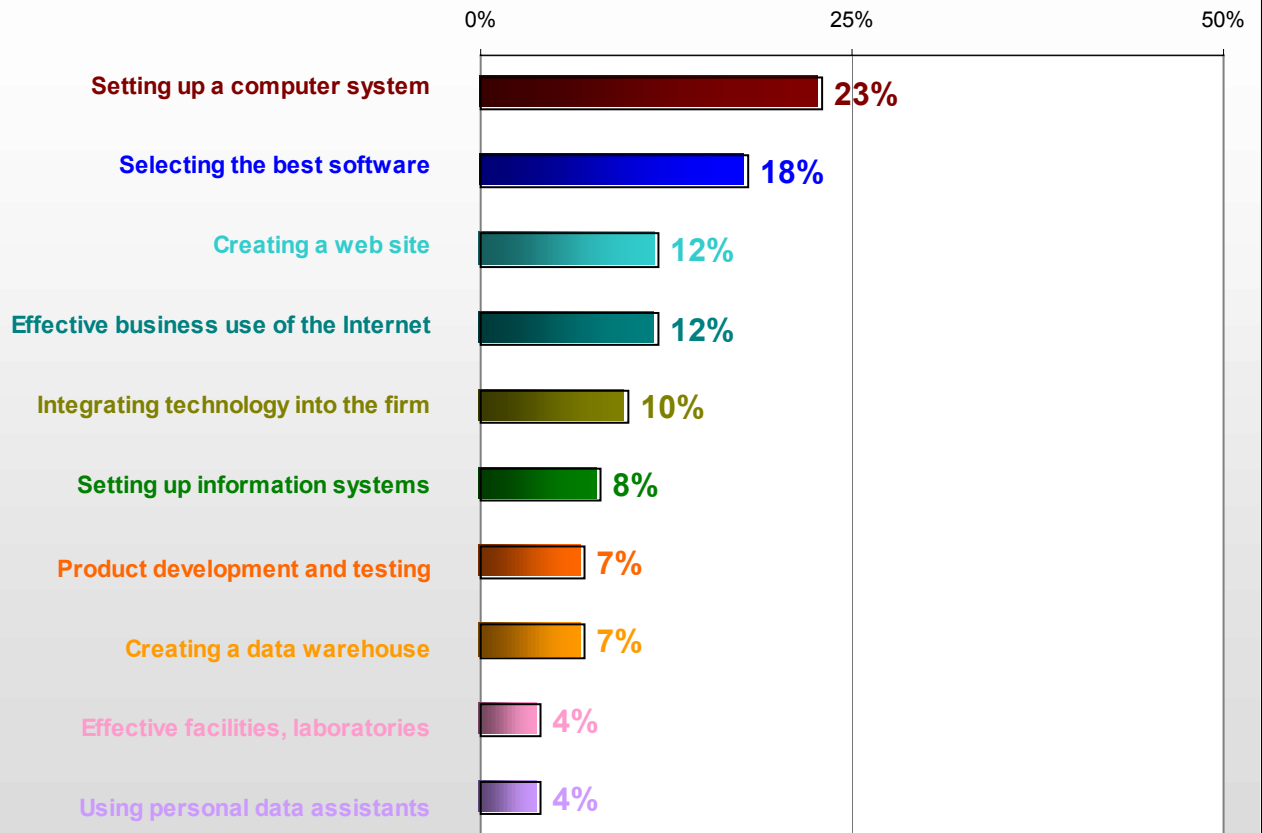
# Management: Problems THEN



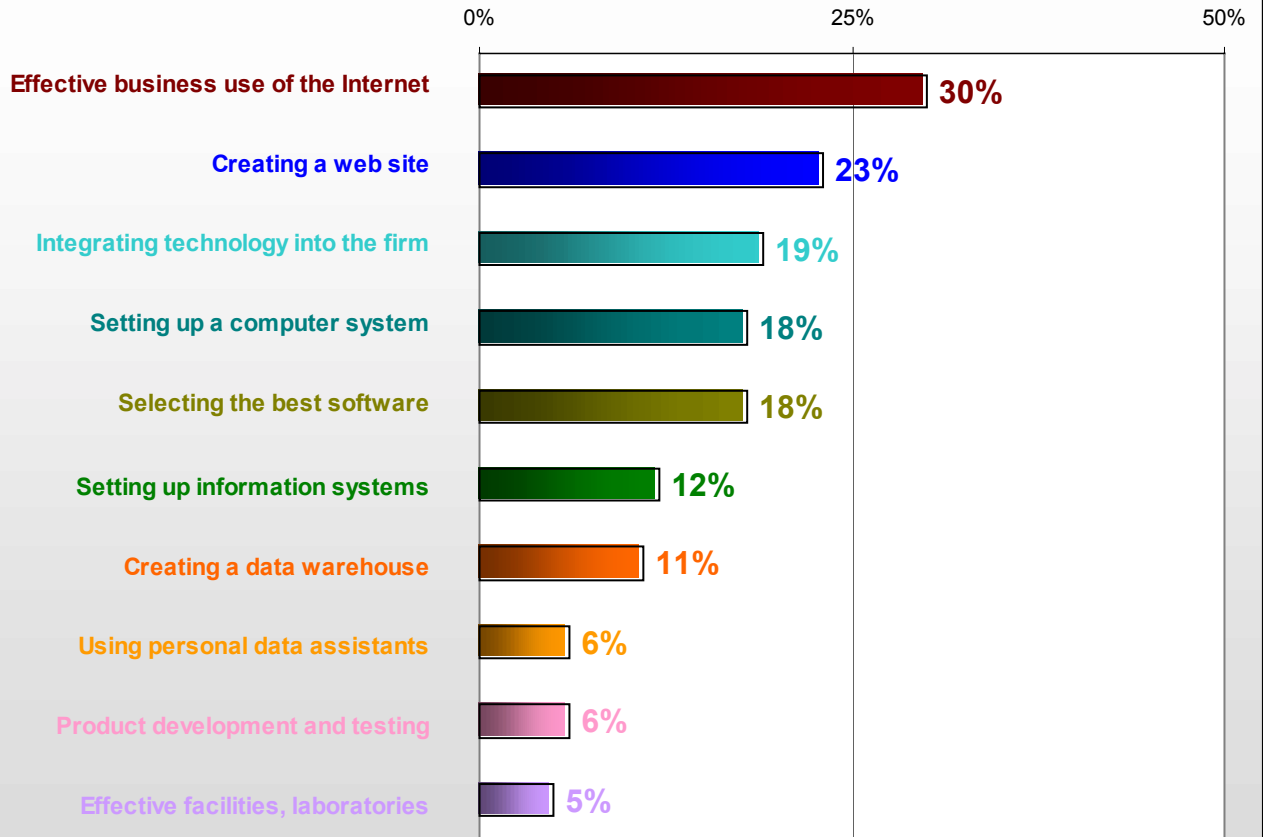
## Management: Problems **NOW**



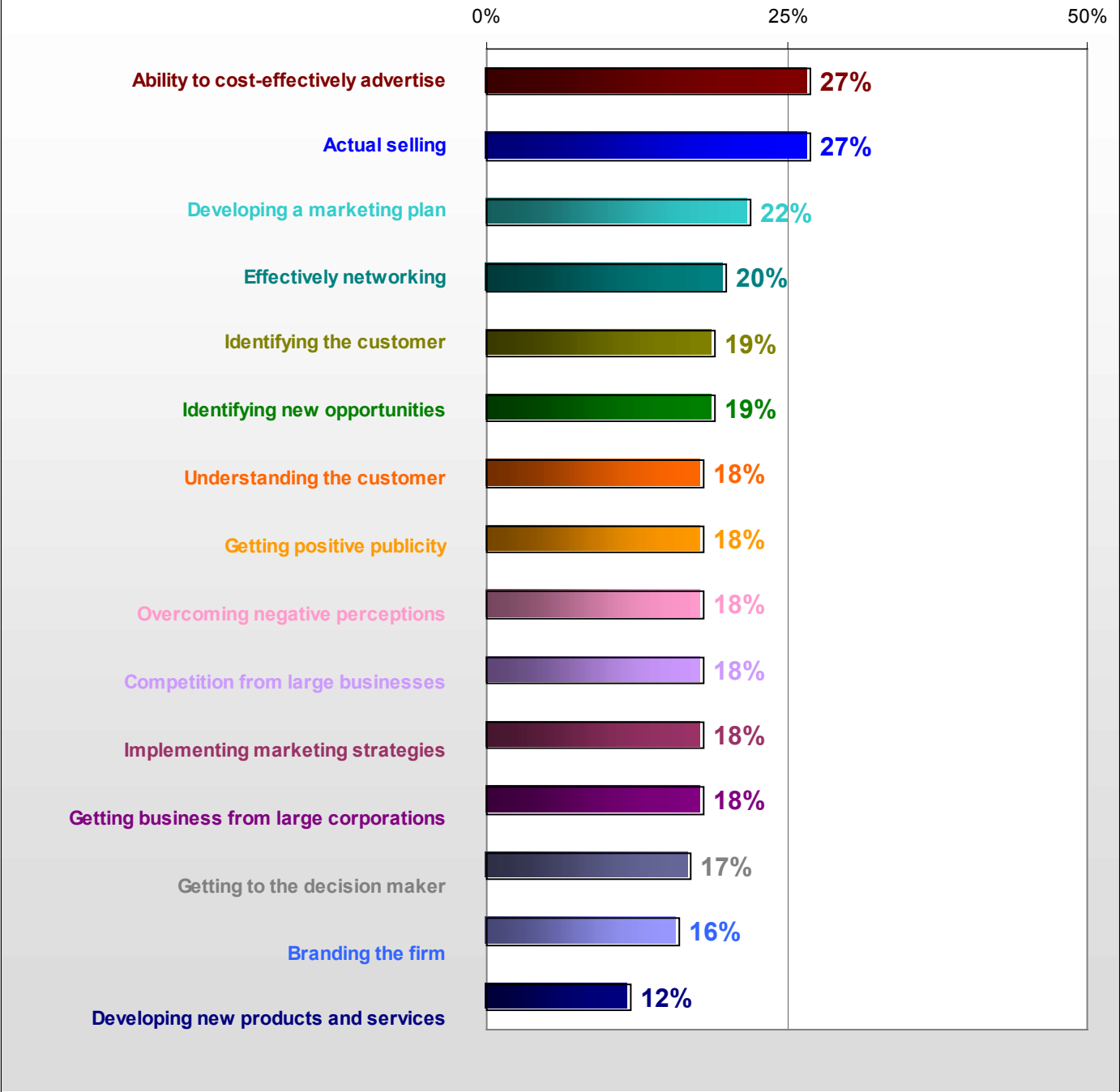
# Technology: Problems **THEN**



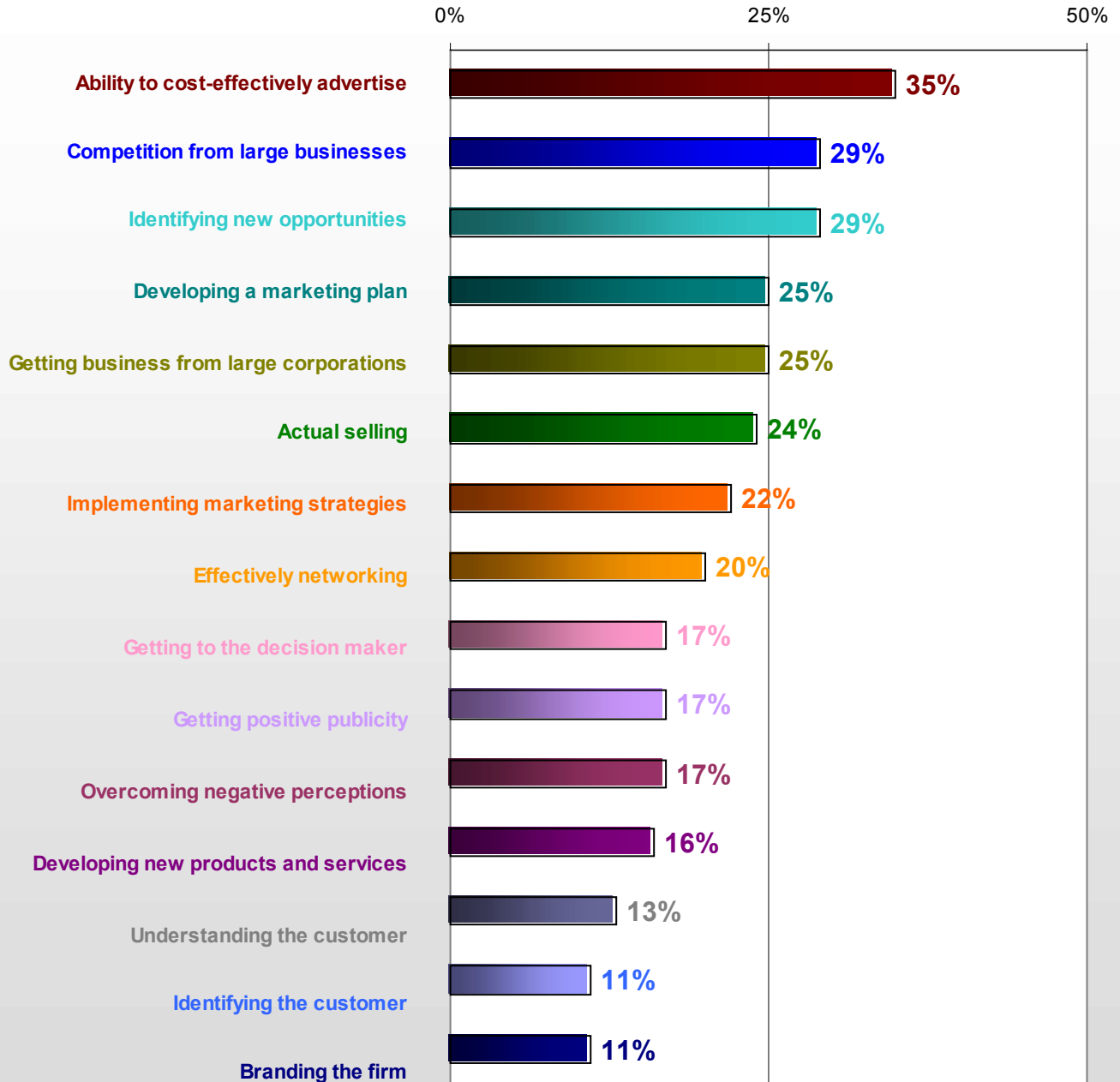
## Technology: Problems **NOW**



# Marketing: Problems **THEN**

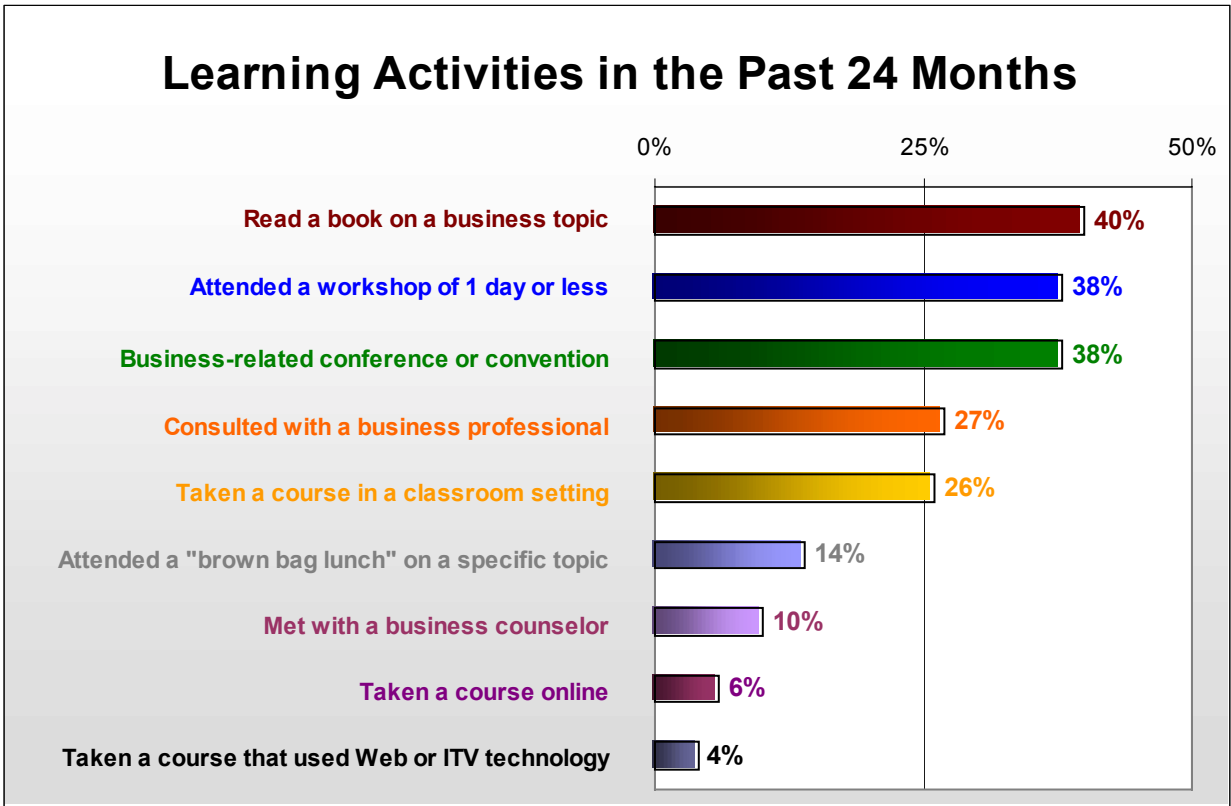
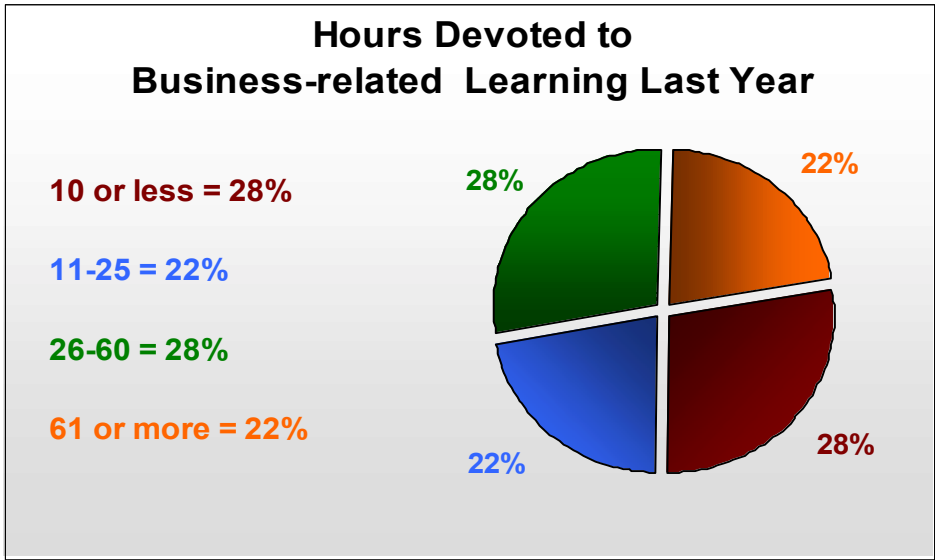


# Marketing: Problems **NOW**



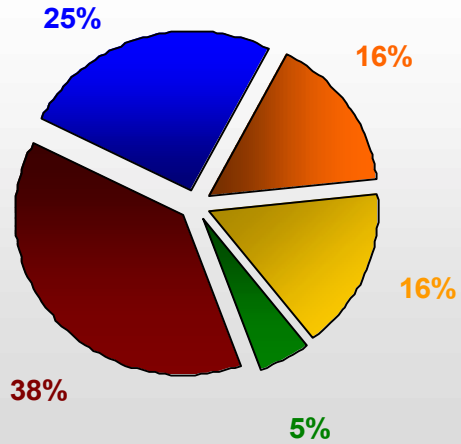
# LEARNING STYLES:

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



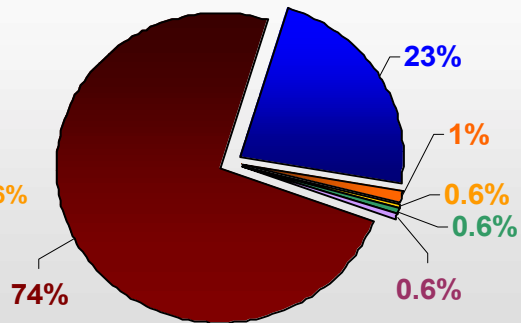
### New Business Practices

- I use what is widely accepted and understood = 38%**
- When a new idea shows promise, I jump on it before most others = 25%**
- I attempt to be the first to try new things = 16%**
- If it's not broke, I don't fix it = 16%**
- When the "big names" use it, I am ready to try = 5%**



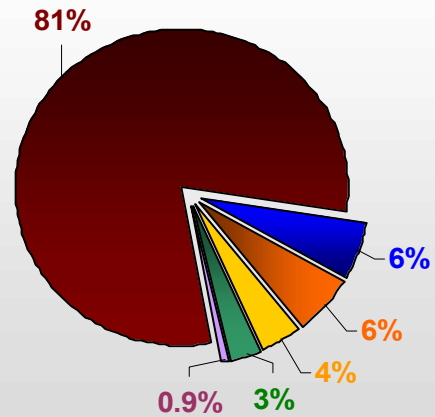
### Approaches to Solving Business Problems

- Find out as much as you can and figure out a solution yourself = 74%**
- Talk with peers who may have faced similar problems = 23%**
- Take a course = 1%**
- Hire a consultant to find a solution = 0.6%**
- Use the Internet = 0.6%**
- Other = 0.6%**



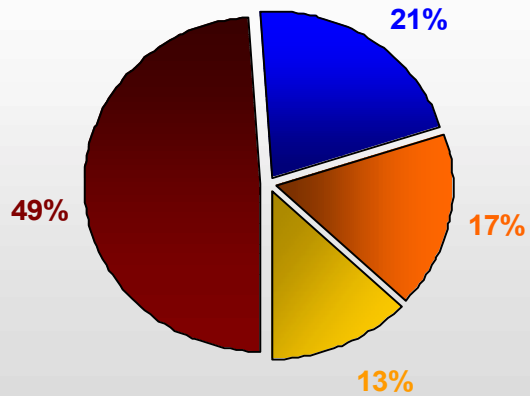
### Sources Used for Business Information

- Other = 81%
- Local College or University = 6%
- Small Business Administration (SBA) = 6%
- Small Business Development Centers (SBDC) = 4%
- University Outreach and Extension = 3%
- Department of Economic Development = 0.9%



### Learning New Skills & Knowledge

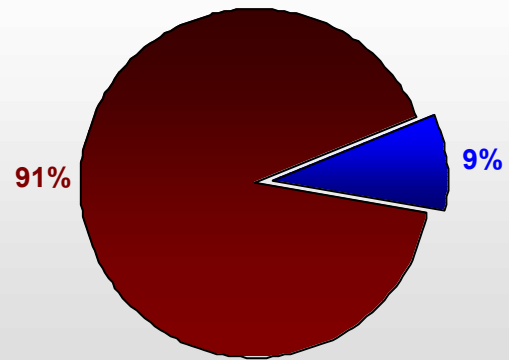
- Watch it demonstrated = 49%
- Listen to someone explain it = 21%
- Read about it = 17%
- Try it without guidance from anyone = 13%



### Preferred Method of Learning

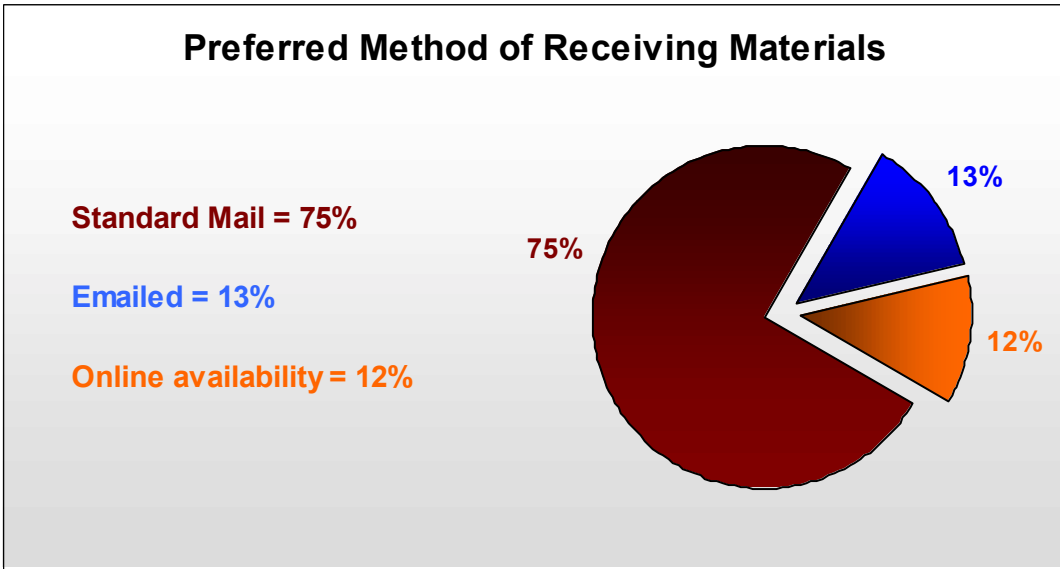
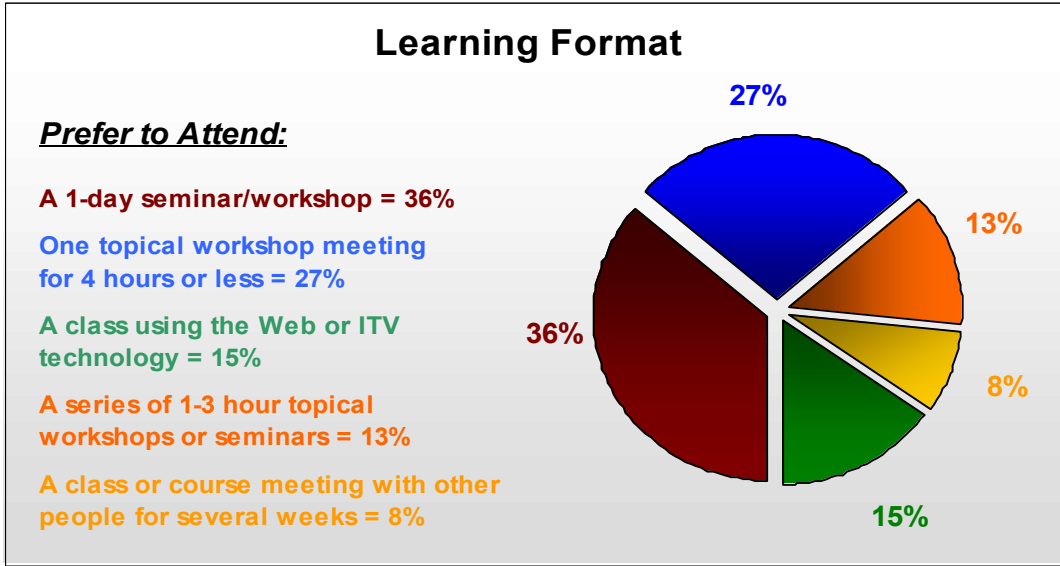
First understand the underlying concept or theory, then apply it to your business = 91%

Bypass understanding the concept or theory but be able to apply it to your business = 9%



# DELIVERY PREFERENCES:

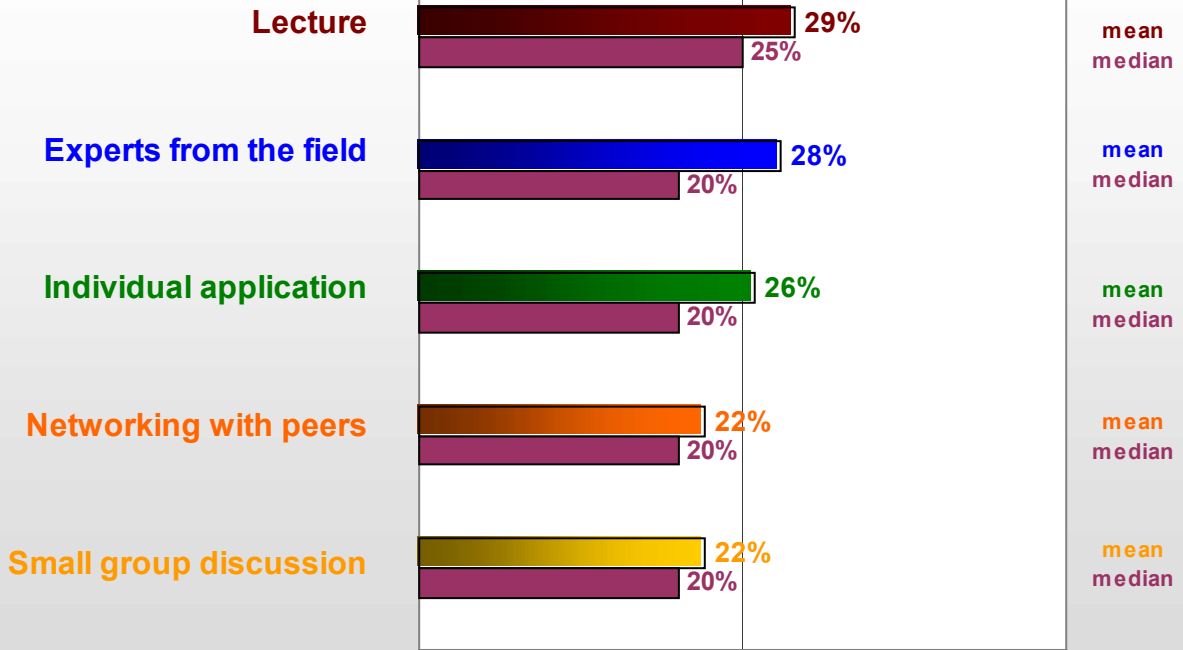
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## Ideal Learning Environment: Time Allocation

What percentage of time would be allotted to:

0% 25% 50%



## Ideal Learning Environment: Activities

What percentage of time would be:

0% 25% 50% 75%

