



## **Descriptive Analysis of Northeast Region**

# **Learning Experiences & Preferences**

**Survey Data  
(N=81; 6.8% of Total)**

**March 2003**

by

**Gwen Richtermeyer, Ph.D.**

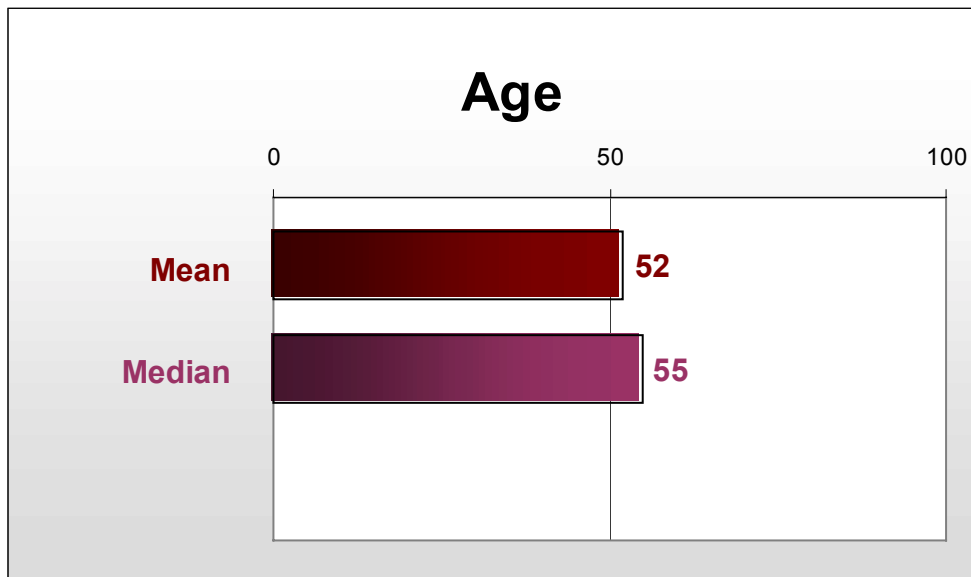
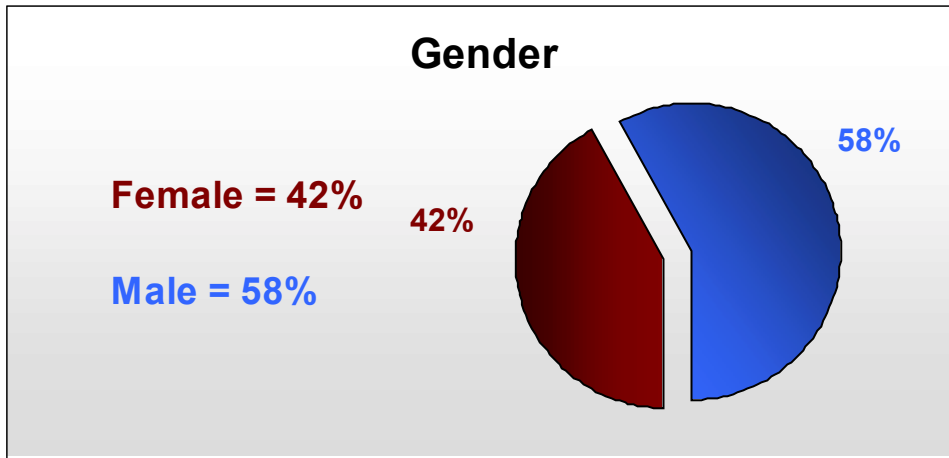
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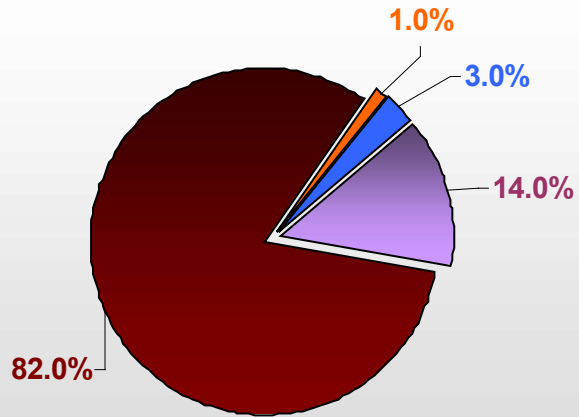
# DEMOGRAPHICS & FIRMOGRAPHICS

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



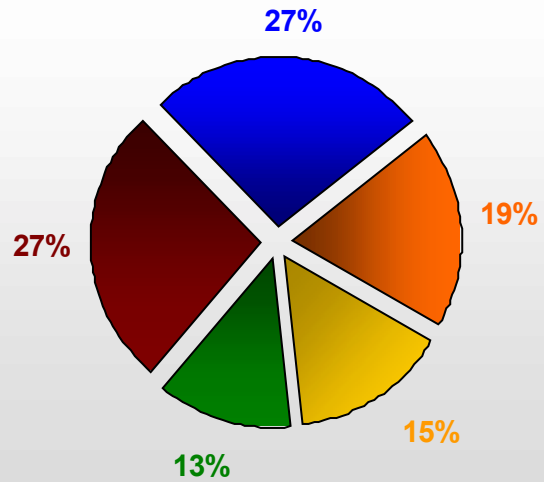
### Race / Ethnicity

- White = 82%
- Hispanic = 14%
- Other = 3%
- Native American = 1%
- African American = 0%
- Asian American = 0%



### Education

- High School = 27%
- Some college = 27%
- Graduate degree = 19%
- Baccalaureate degree = 15%
- Technical/Vocational = 13%

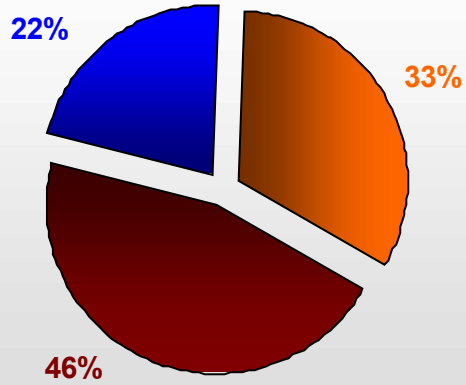


### Principal Owner of the Business

**Male = 46%**

**Female = 22%**

**Equal Male/Female  
Ownership = 33%**



### Primary Goal or Dream at Startup

**Earn a decent living = 53%**

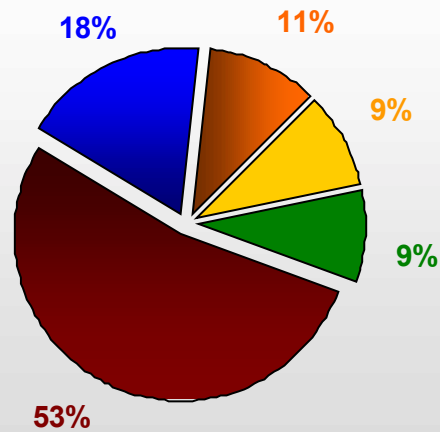
**Grow a business slowly = 18%**

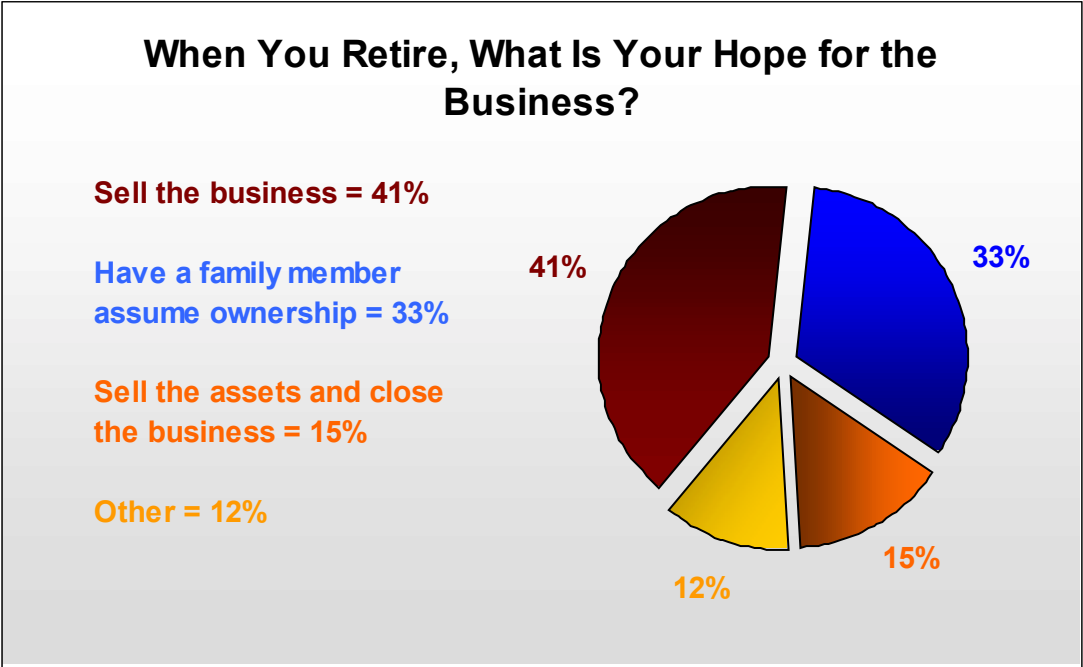
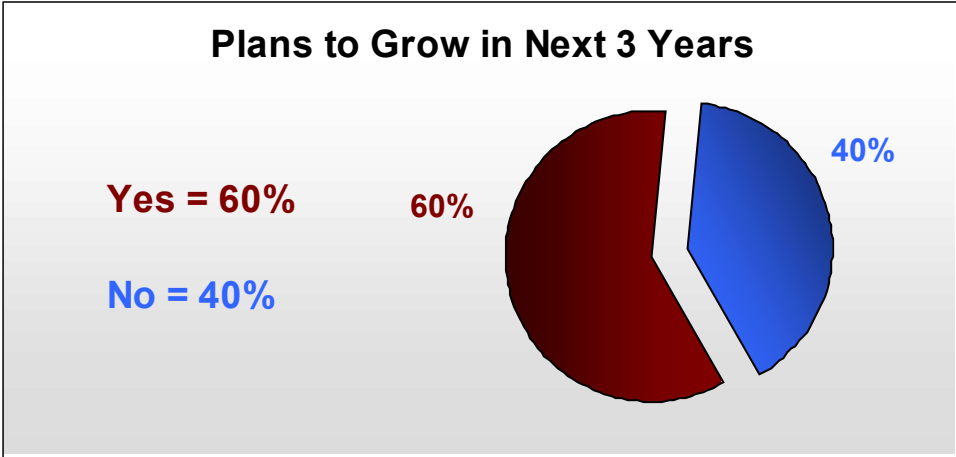
**Other = 11%**

**Build a major competitor in the  
industry = 9%**

**Build a business rapidly = 9%**

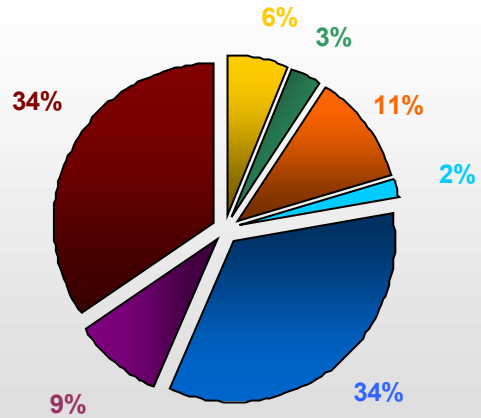
**Build a business with the intent to  
sell = 0%**





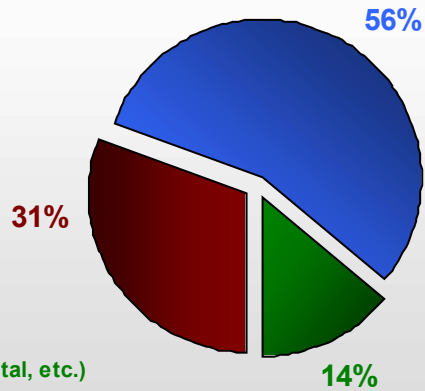
## Category of Business

- Services = 34%**
- Retail = 34%**
- Construction = 11%**
- Agriculture, Forestry, Fishing = 9%**
- Manufacturing = 6%**
- Wholesale = 3%**
- Financial Services = 2%**
- Communication = 0%
- Transportation = 0%

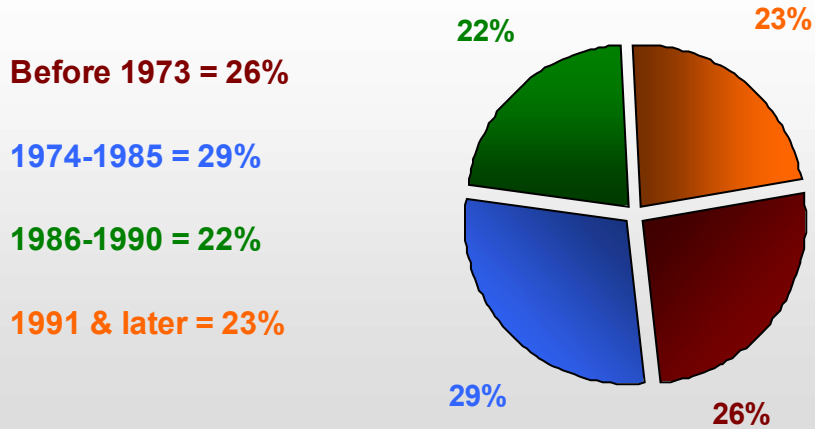


## Service Sub-categories

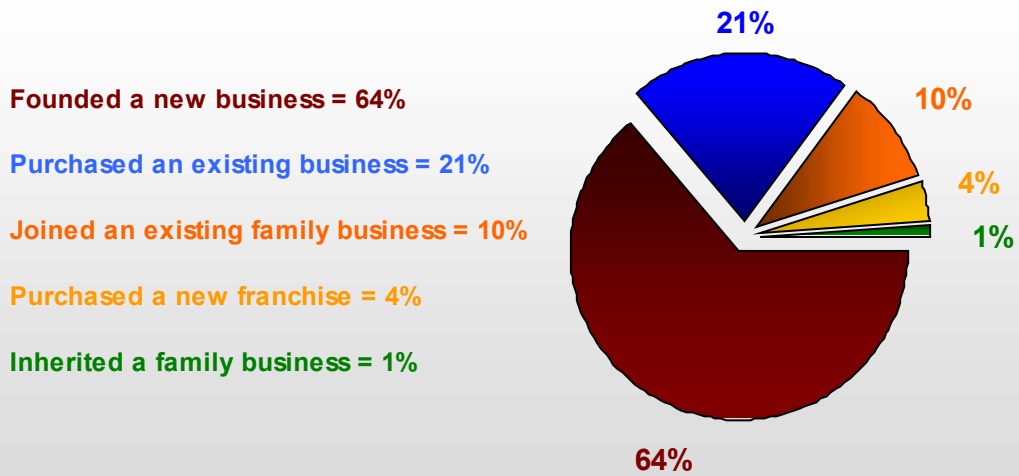
- Personal = 56%**  
(laundries, beauty shop, auto repair child care, etc.)
- Professional = 31%**  
(health, legal, education, engineering, etc. )
- Business = 14%**  
(advertising, security, mail, computer services, equipment rental, etc.)



### Year Business Started



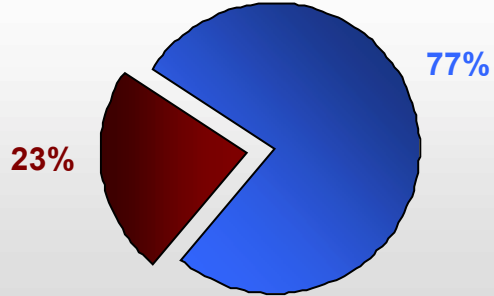
### How Business Was Started



### Business Operated from Home

Yes = 23%

No = 77%



### Gross Revenues in Last Year

< 100,000 = 32%

100,000 - 249,999 = 20%

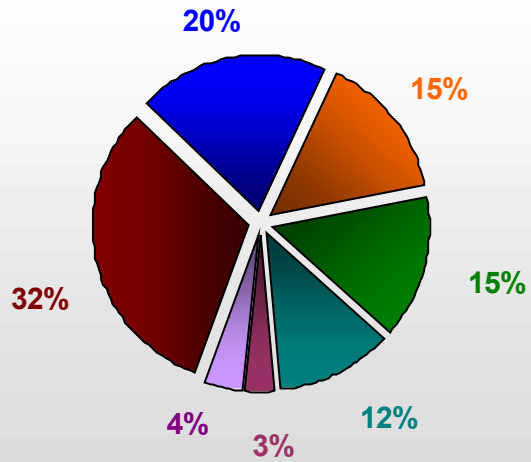
250,000 - 499,999 = 15%

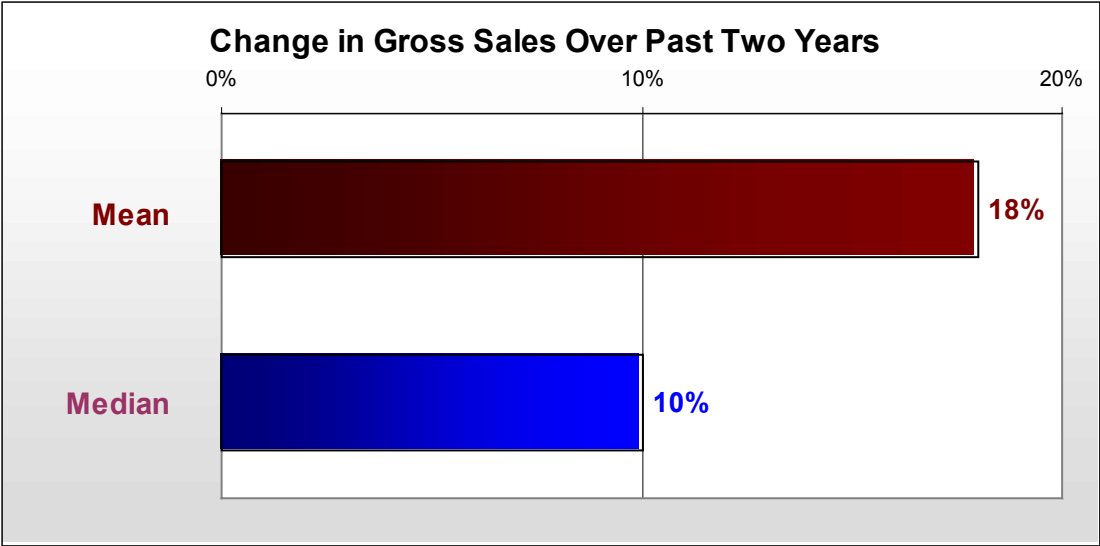
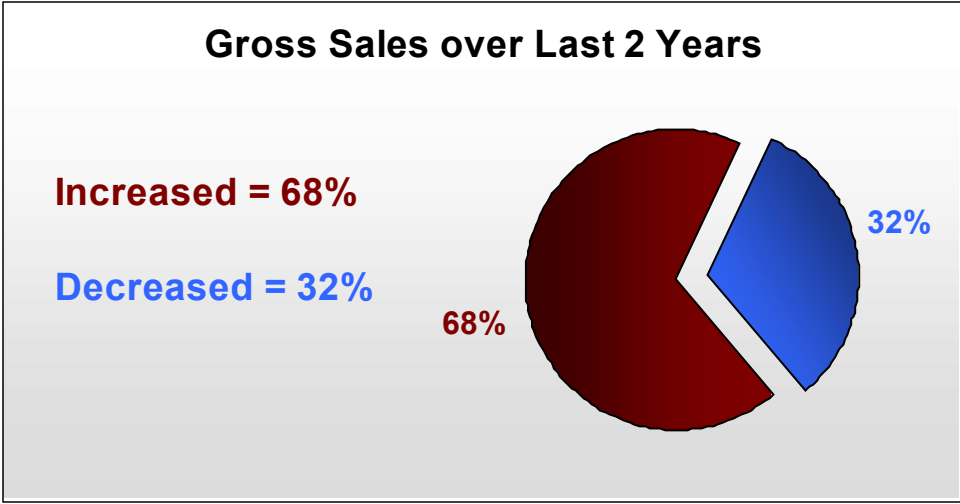
500,000 - 999,999 = 12%

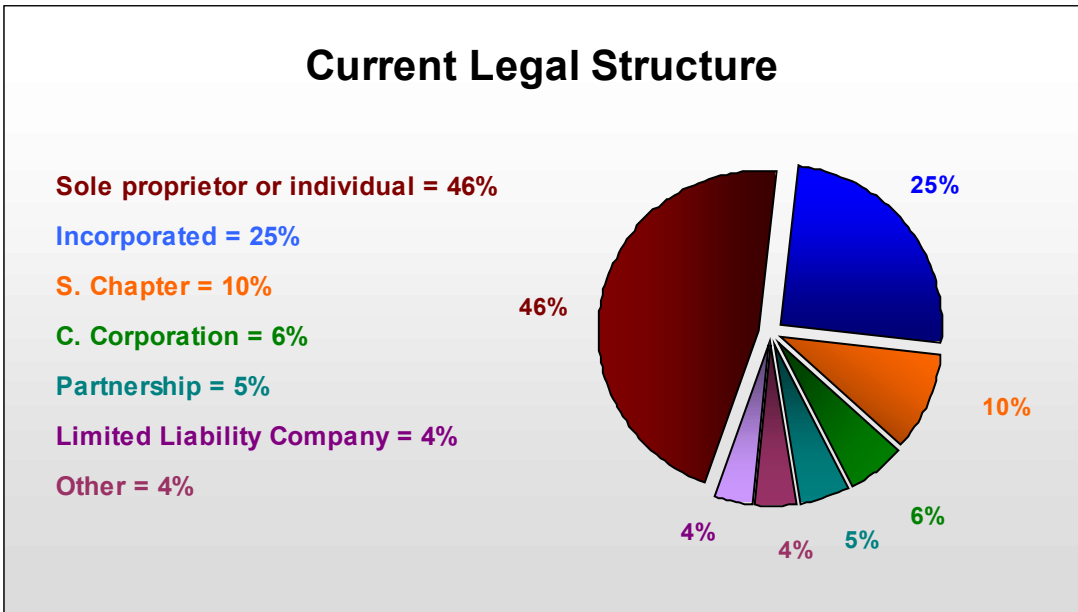
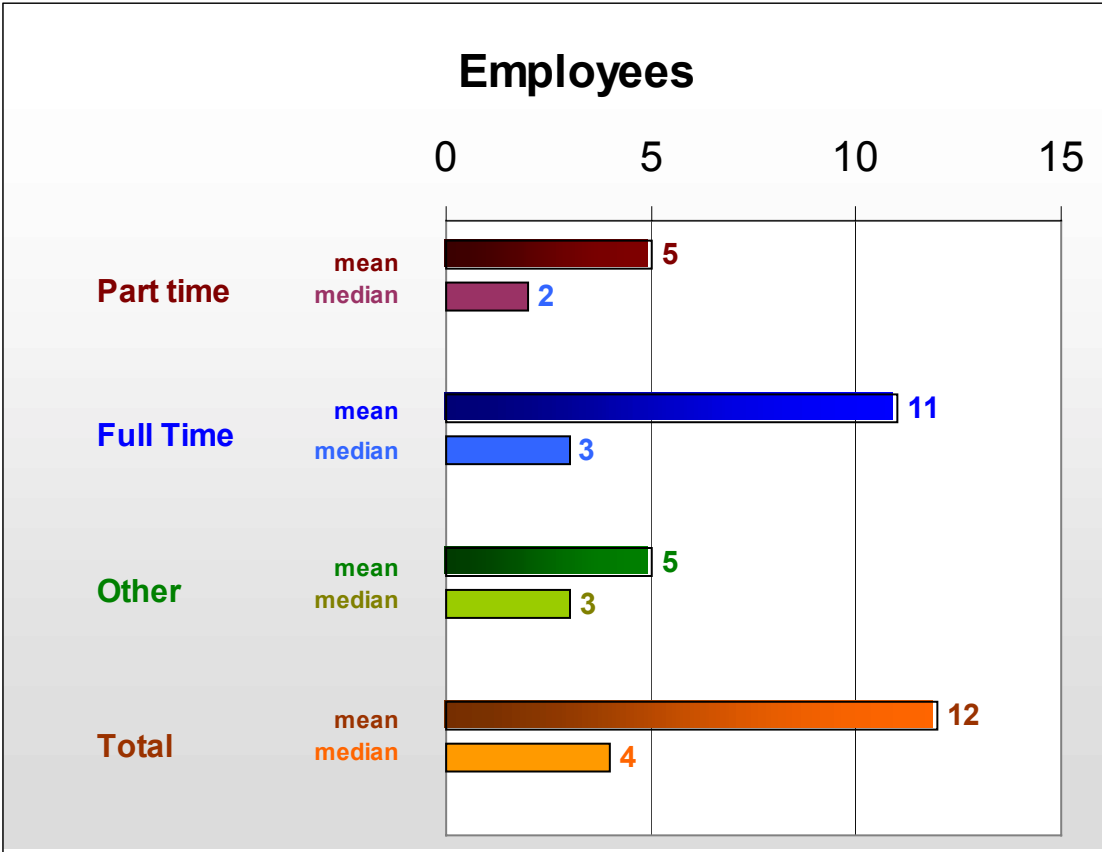
1 million - 4.9 million = 15%

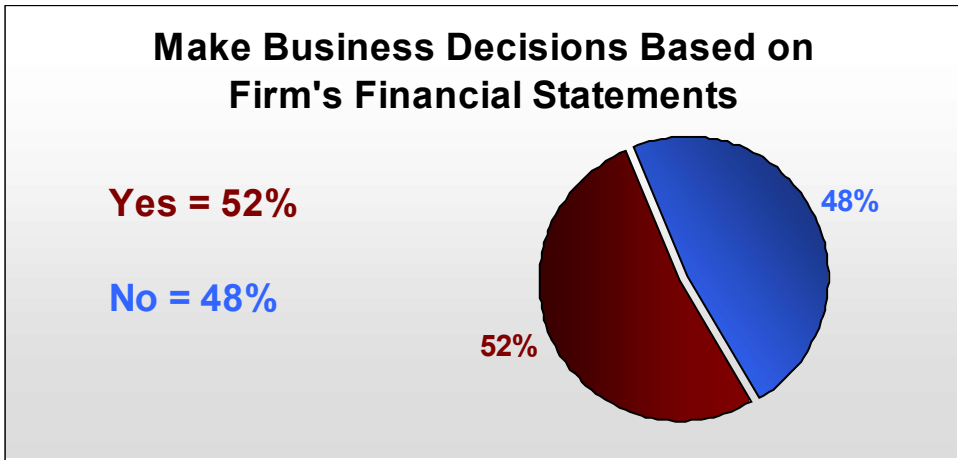
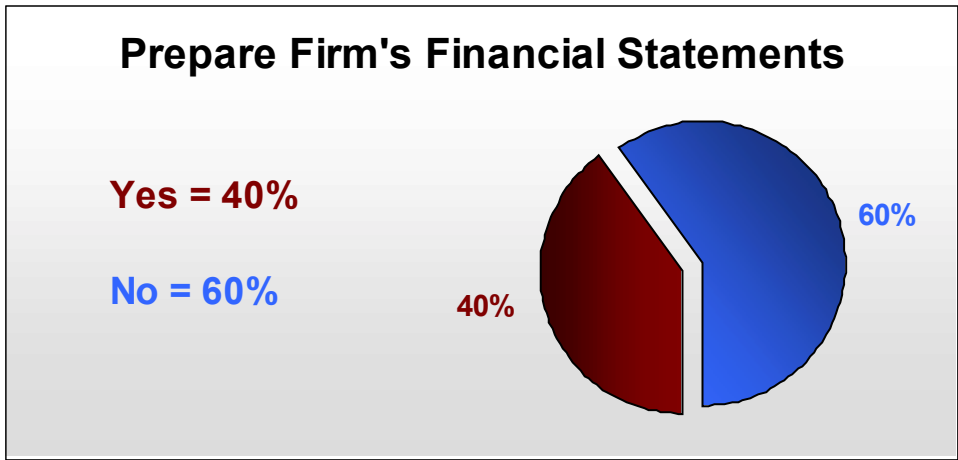
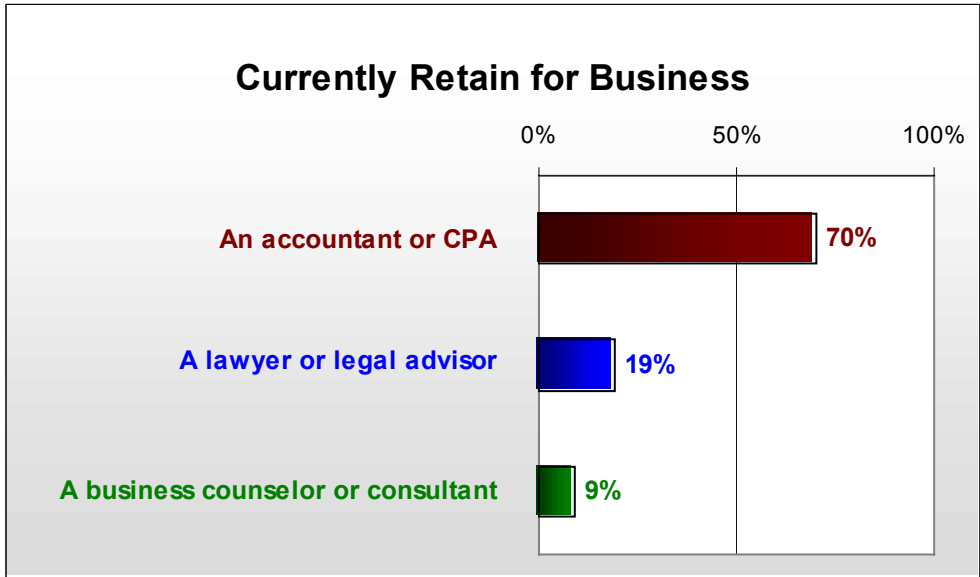
5 million - 9.9 million = 4%

10 million + = 3%





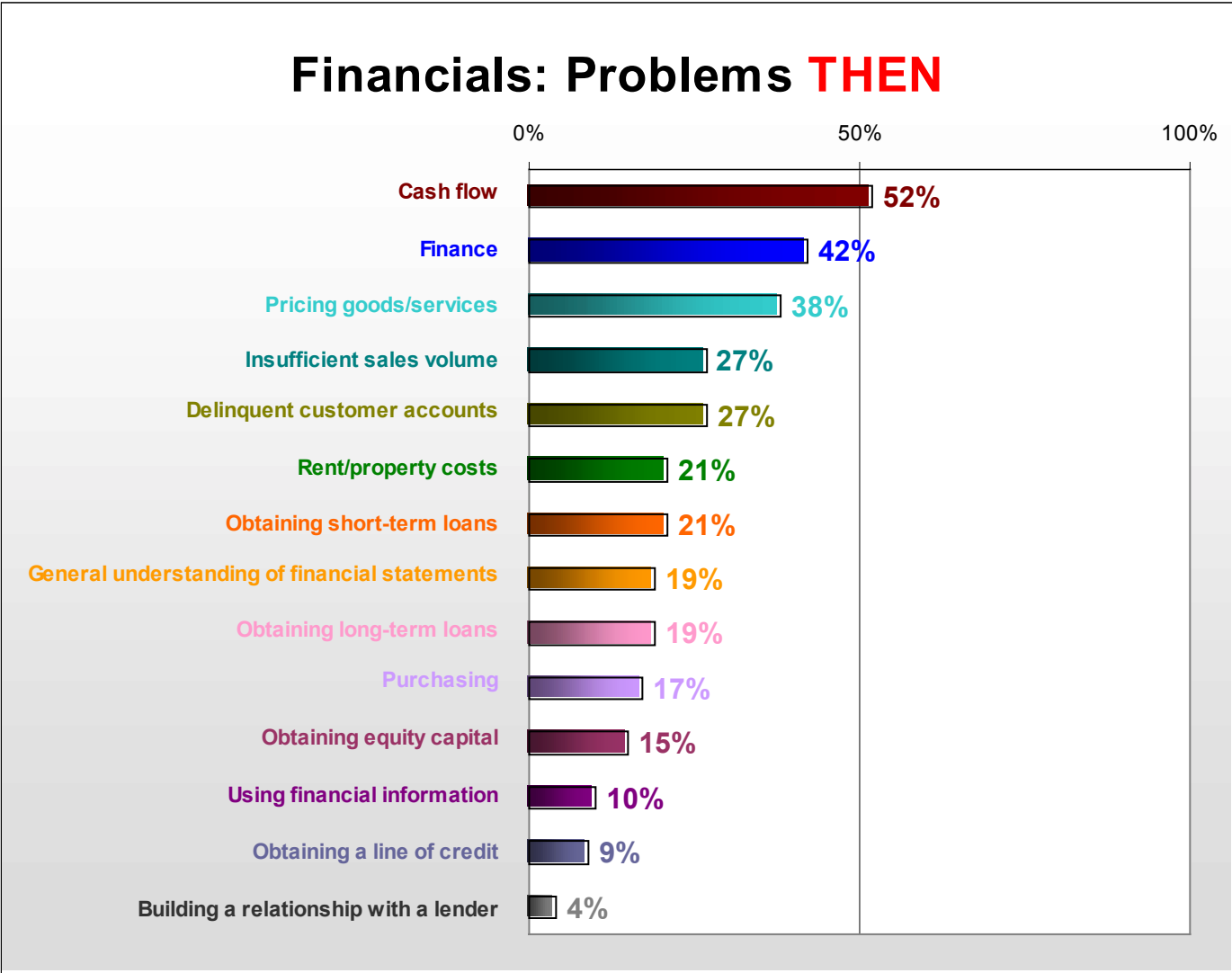




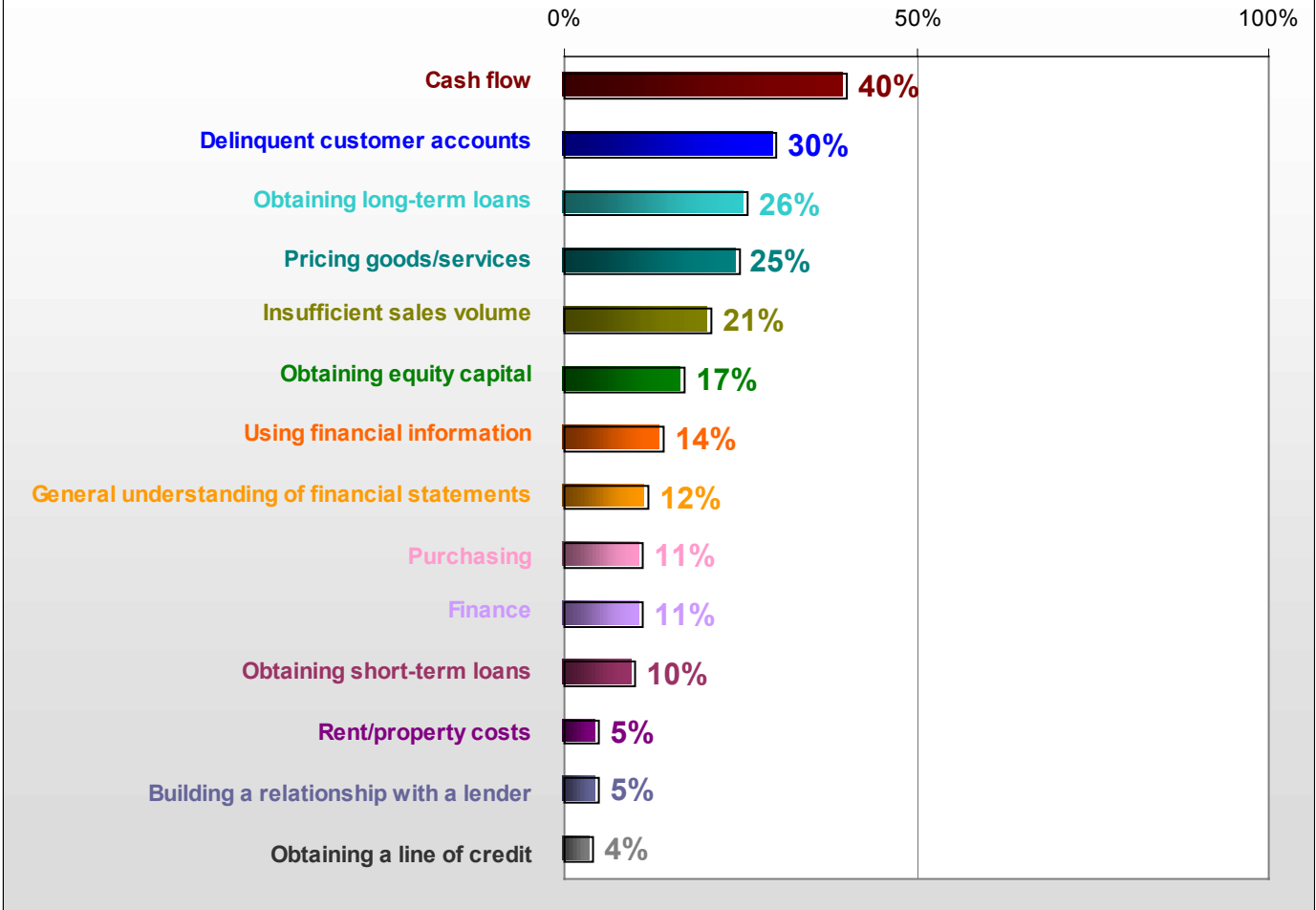
# CONTENT AREAS:

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

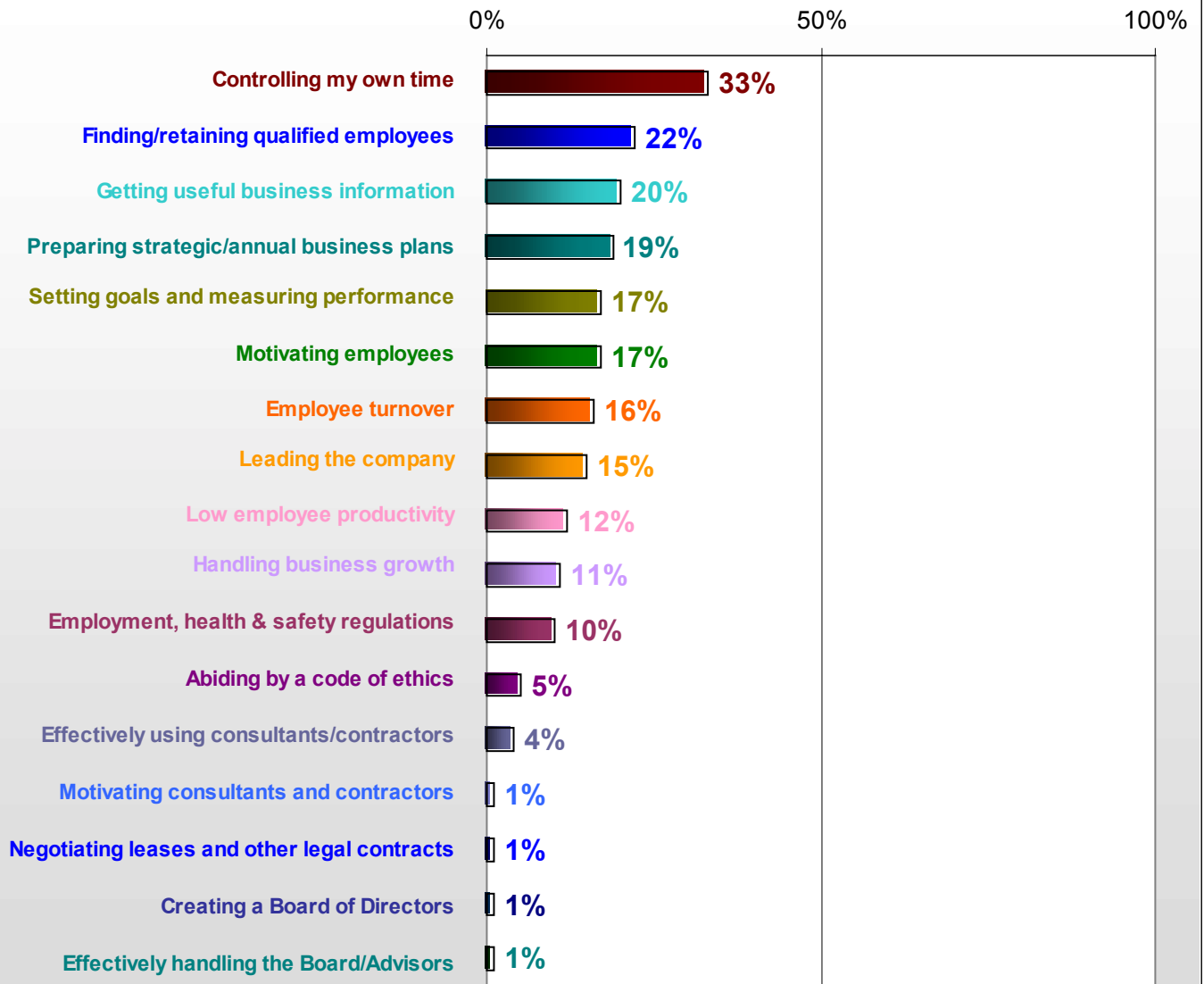
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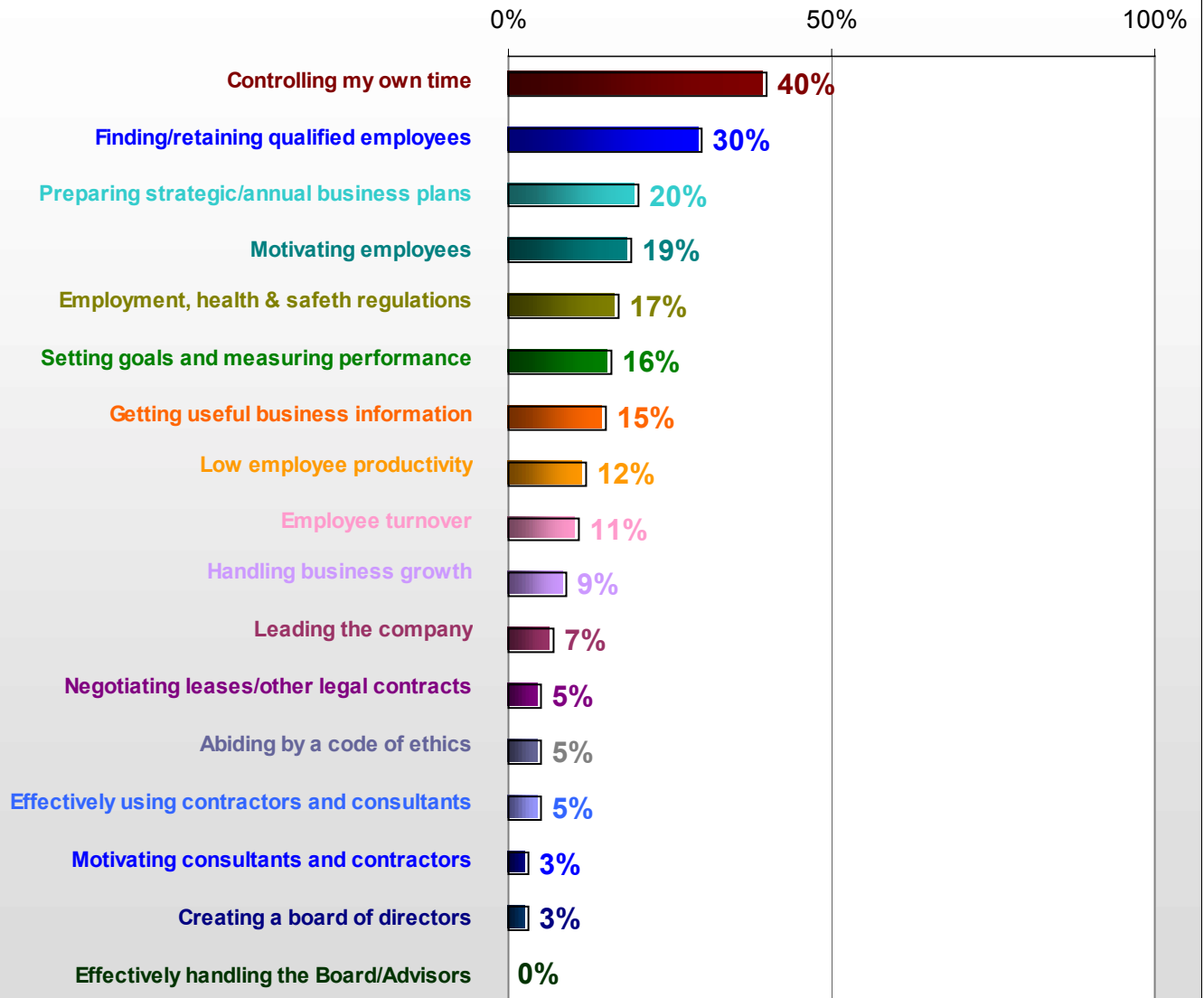
## Financials: Problems **NOW**



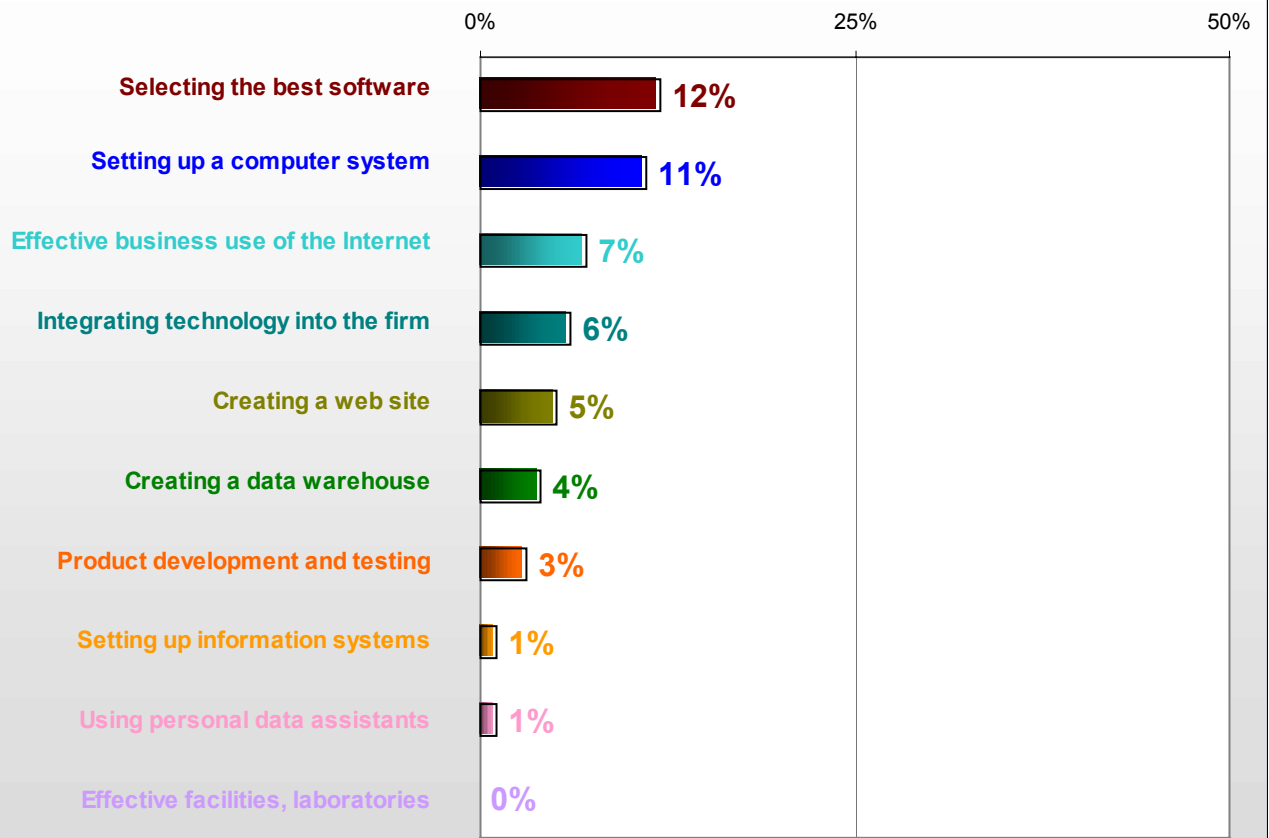
## Management: Problems **THEN**



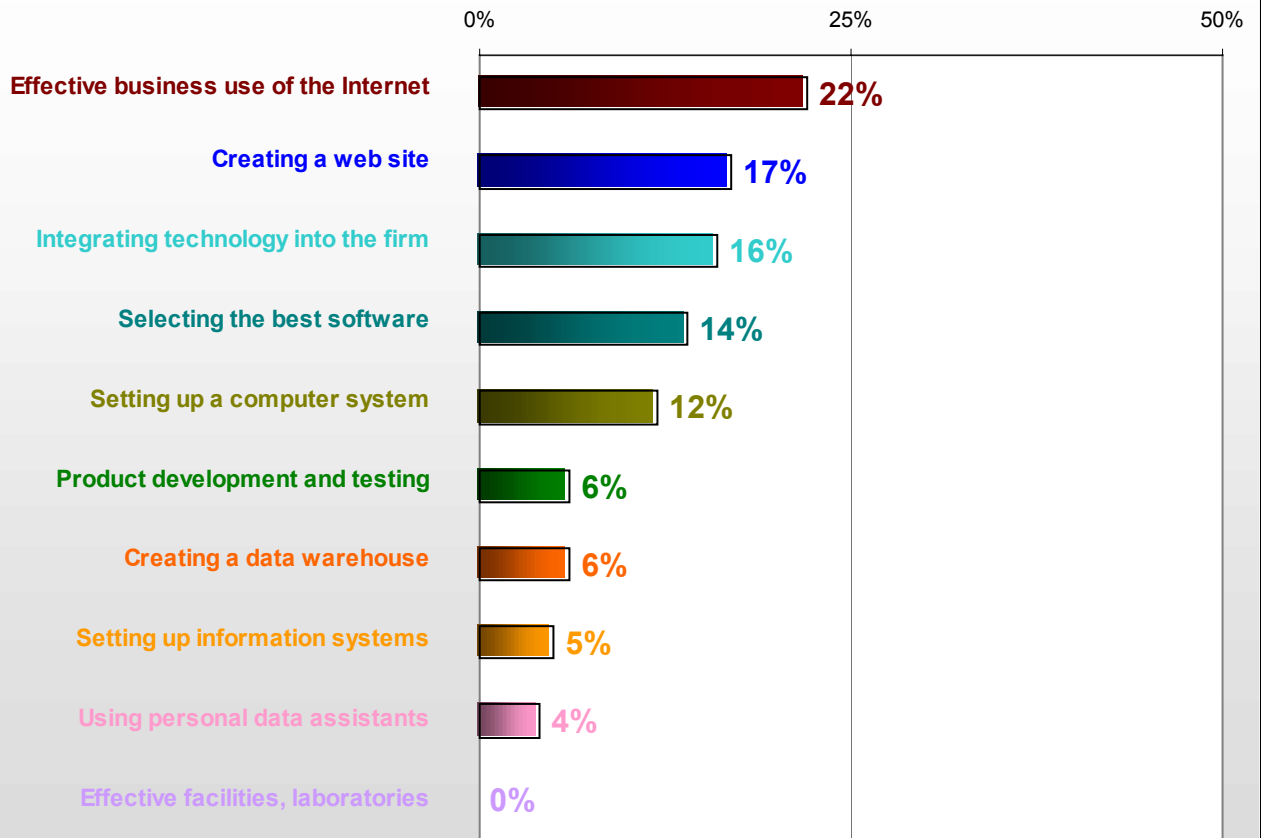
## Management: Problems **NOW**



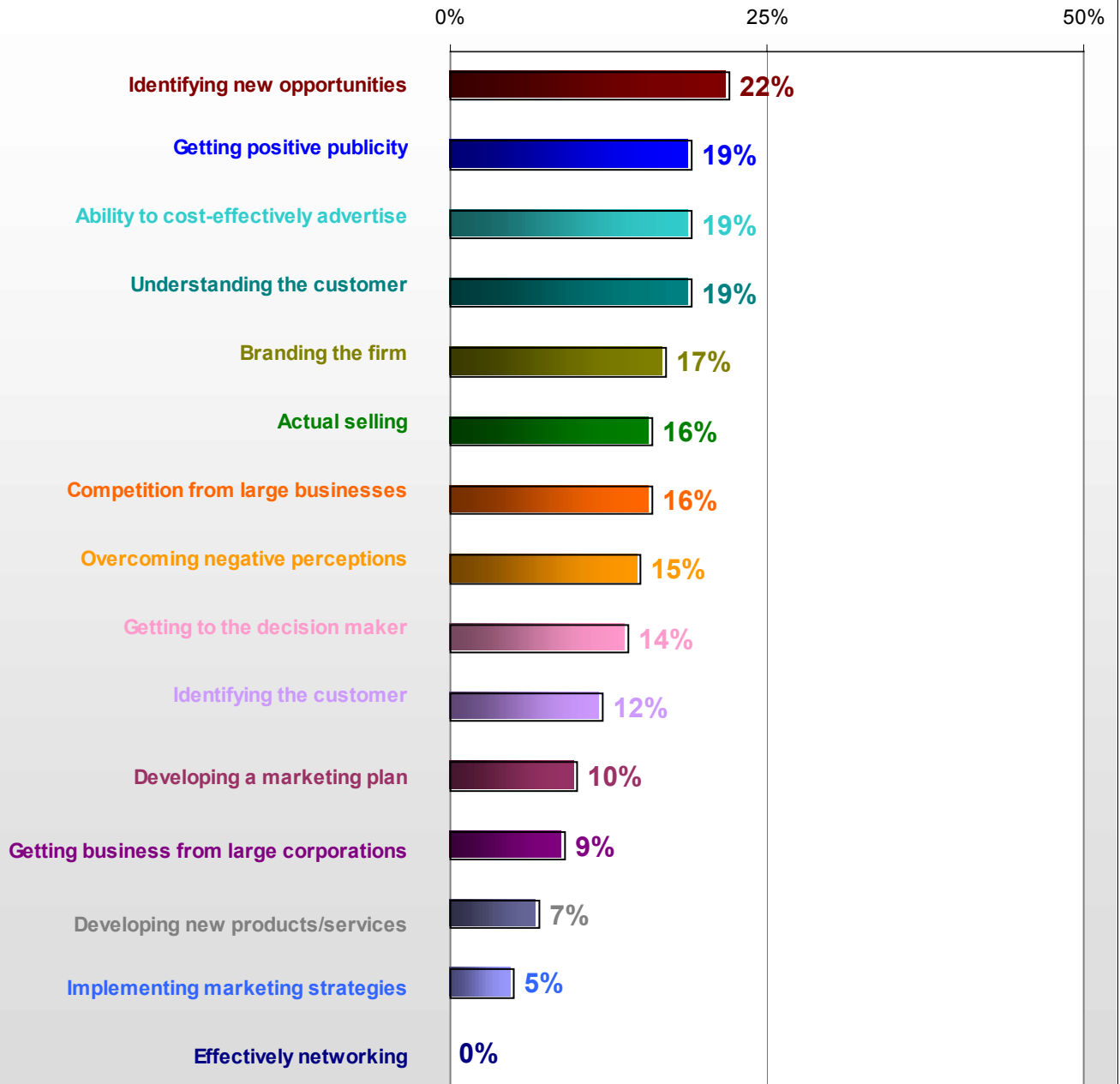
## Technology: Problems THEN



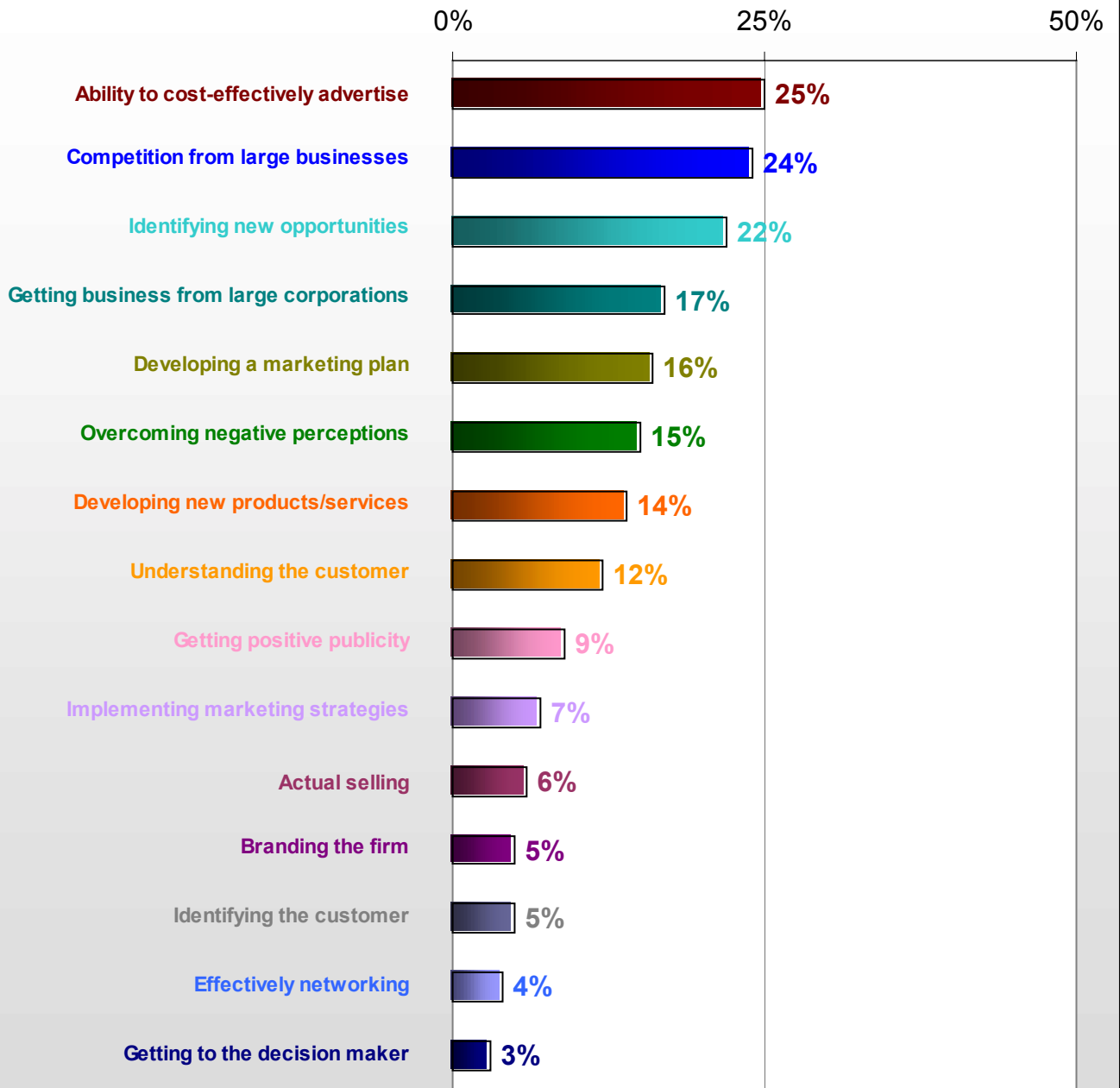
## Technology: Problems **NOW**



## Marketing: Problems **THEN**

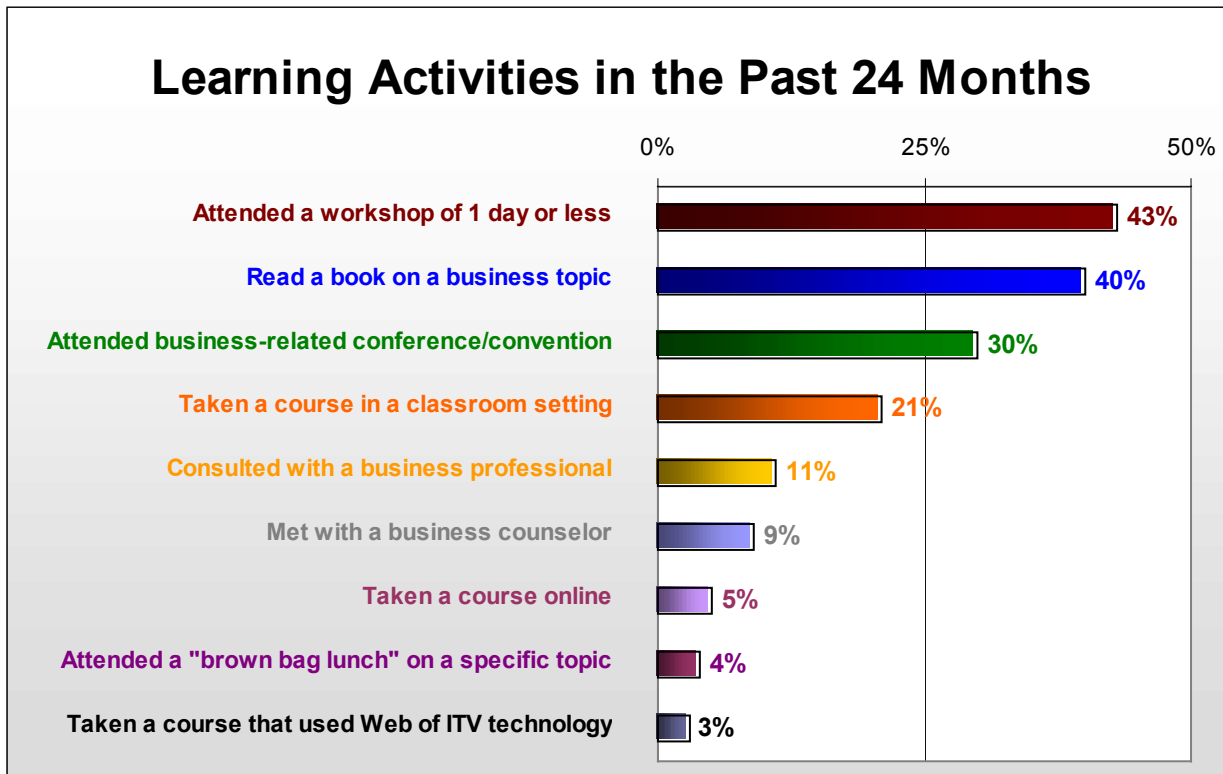
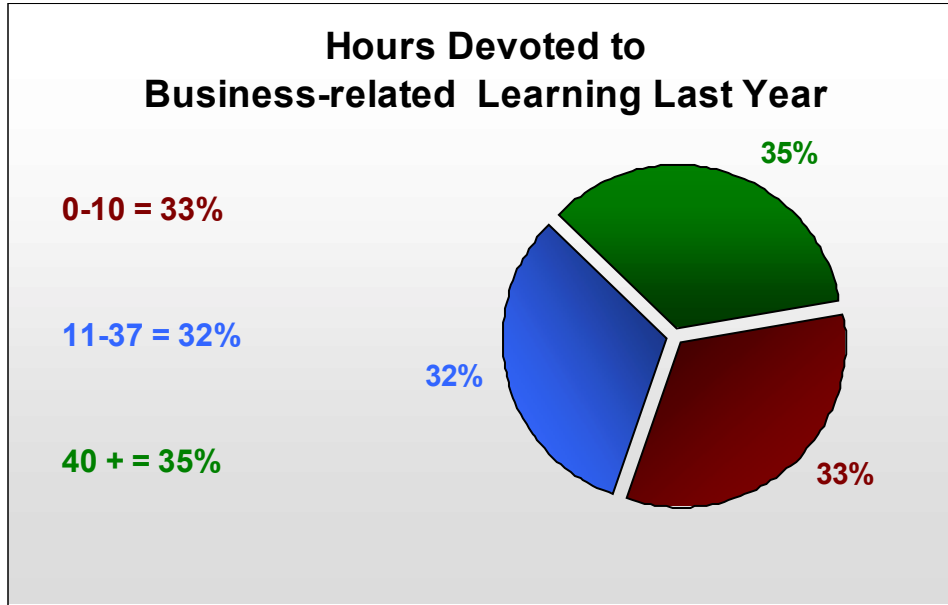


## Marketing: Problems **NOW**



# LEARNING STYLES:

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



### New Business Practices

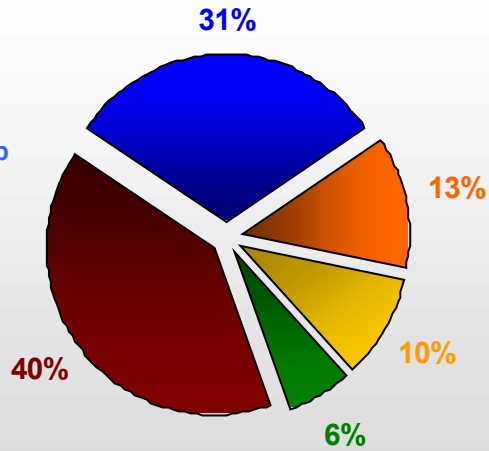
I use what is widely accepted and understood = 40%

When a new idea shows promise, I jump on it before most others = 31%

If it's not broke, I don't fix it = 13%

I attempt to be the first to try new things= 10%

When the "big names" use it, I am ready to try = 6%



### Approaches to Solving Business Problems

Find out as much as you can & figure out a solution yourself = 74%

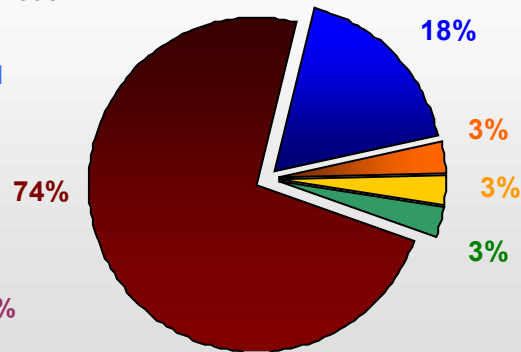
Talk with peers who may have faced similar problems = 18%

Use the Internet = 3%

Take a course = 3%

Other = 3%

Hire a consultant to find solution = 0%



### Sources Used for Business Information

**Other = 78%**

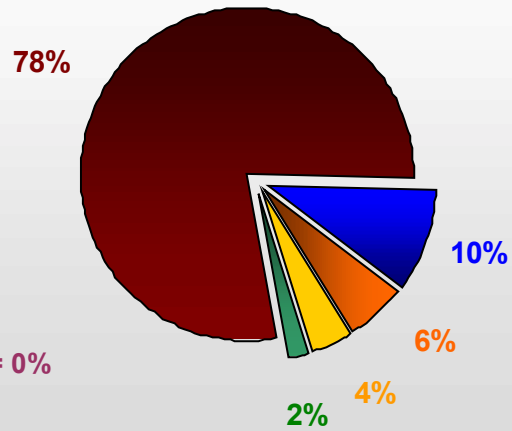
**University Outreach and Extension = 10%**

**Small Business Administration (SBA) = 6%**

**Local College or University = 4%**

**Small Business Development Centers (SBDC) = 2%**

**Dept. of Economic Development = 0%**



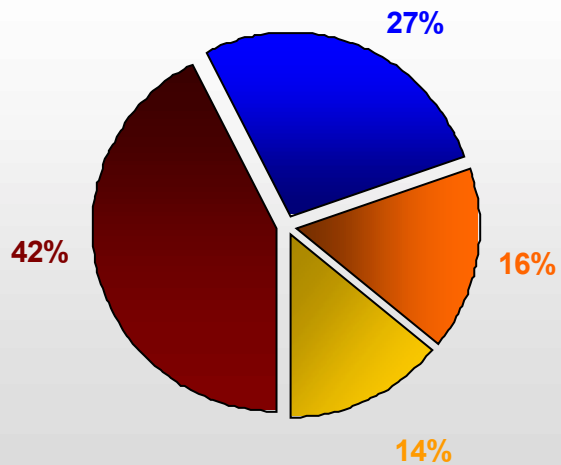
### Learning New Skills & Knowledge

**Watch it demonstrated = 42%**

**Read about it = 27%**

**Listen to someone explain it = 16%**

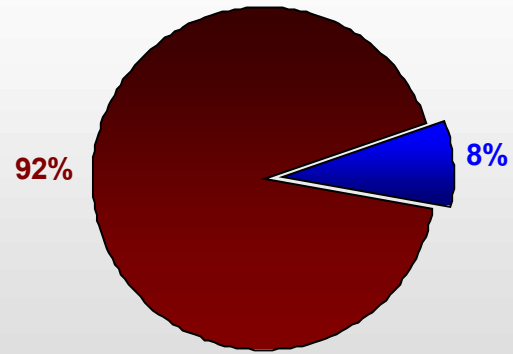
**Try it without guidance from anyone = 14%**



## Preferred Method of Learning

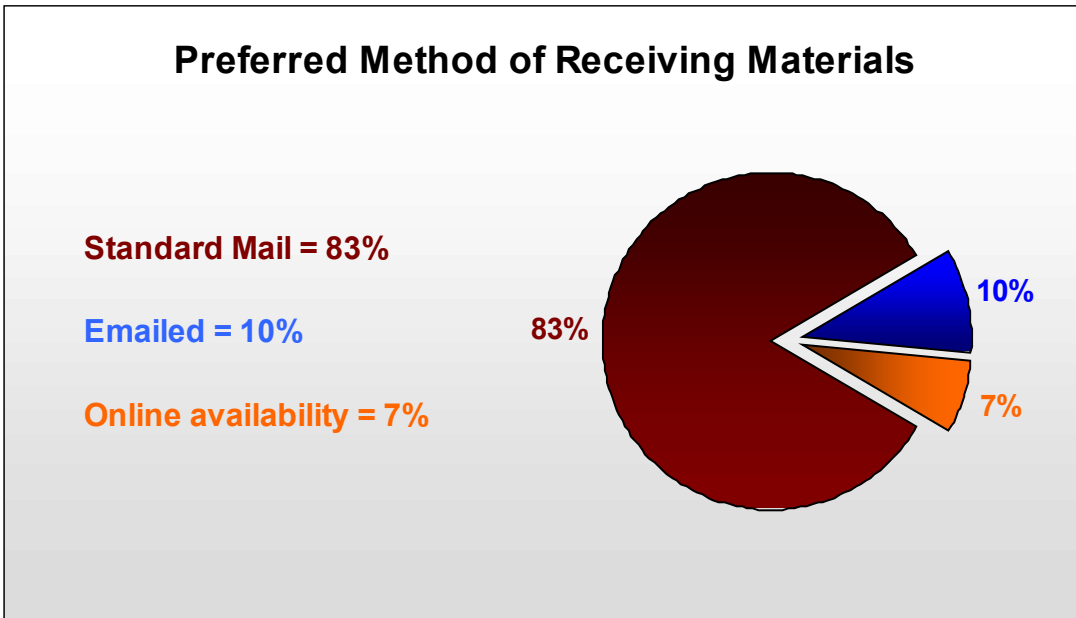
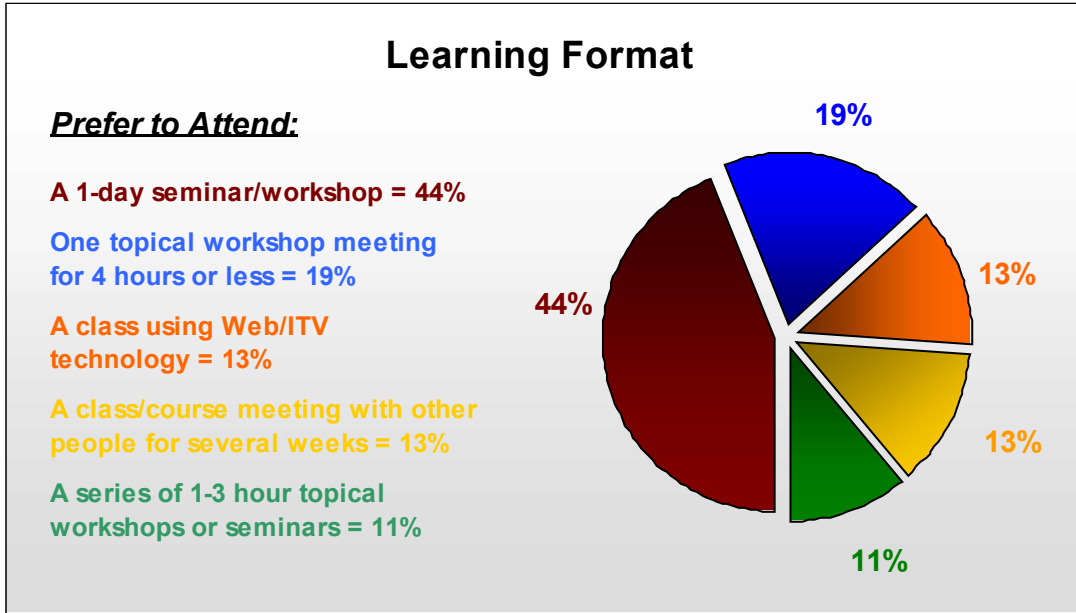
**First understand the underlying concept or theory, then apply it to your business = 92%**

**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

