

Descriptive Analysis of Northwest Region

Learning Experiences & Preferences

**Survey Data
(N=62; 5.2% of Total)**

April 2003

by

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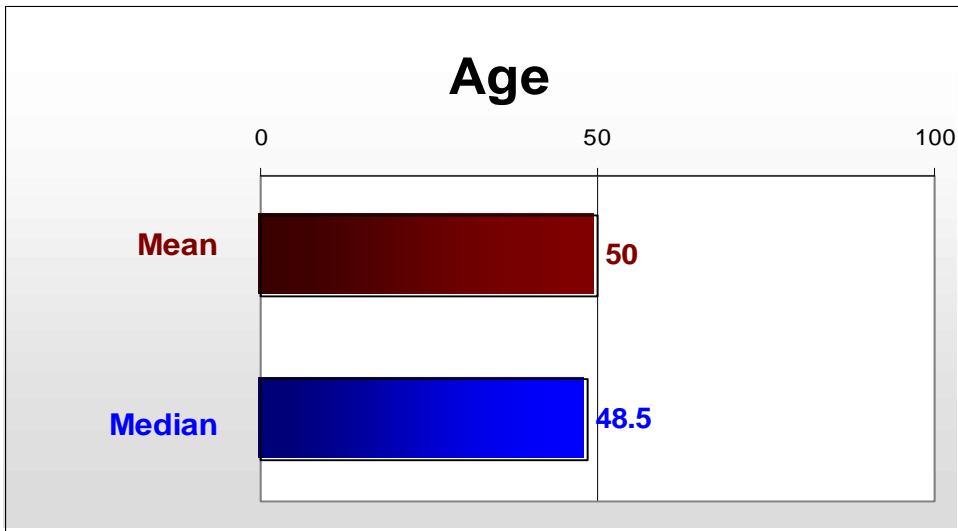
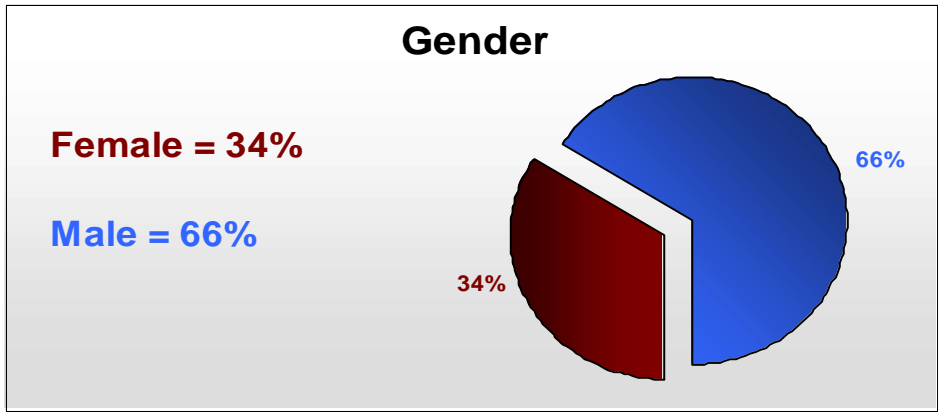
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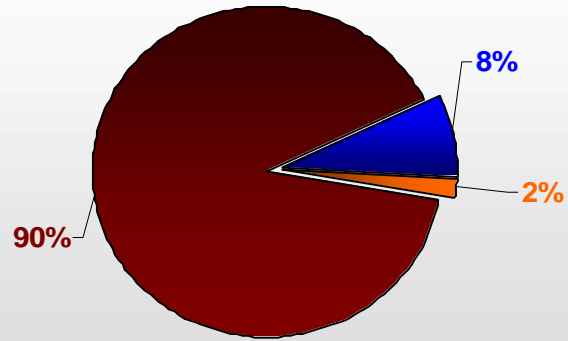
DEMOGRAPHICS & FIRMOGRAPHICS

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



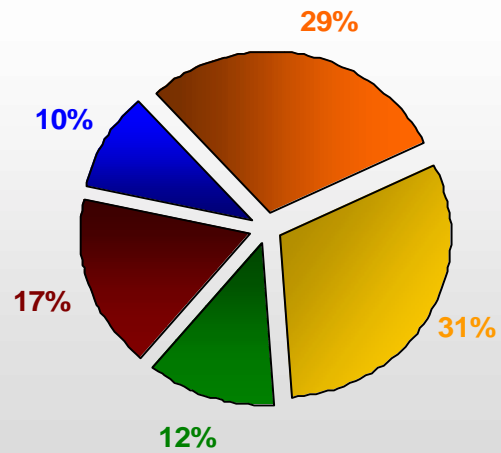
Race / Ethnicity

- White = 90%
- Hispanic = 8%
- African American = 2%
- Native American = 0%
- Asian American = 0%
- Other = 0%



Education

- High School = 17%
- Technical/Vocational = 10%
- Some College = 29%
- Baccalaureate degree = 31%
- Graduate degree = 12%

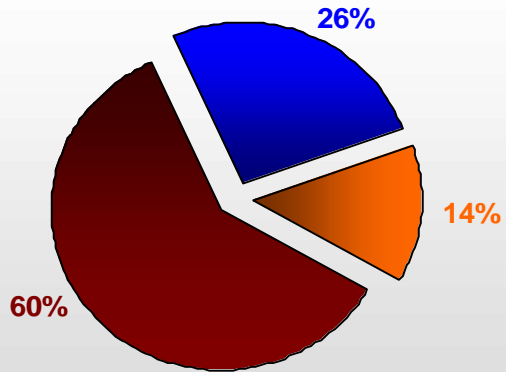


Principal Owner of the Business

Male = 60%

Female = 26%

Equal Male/Female
Ownership = 14%



Primary Goal or Dream at Startup

Earn a decent living = 53%

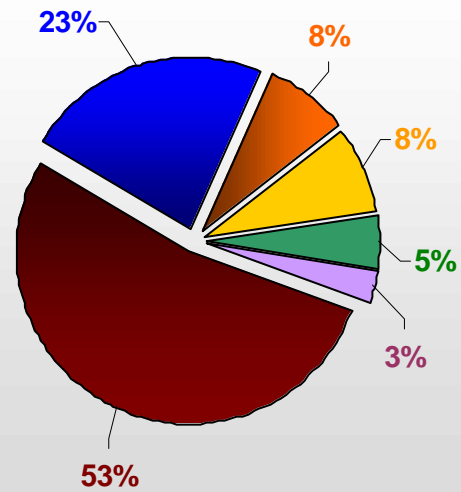
Grow a business slowly = 23%

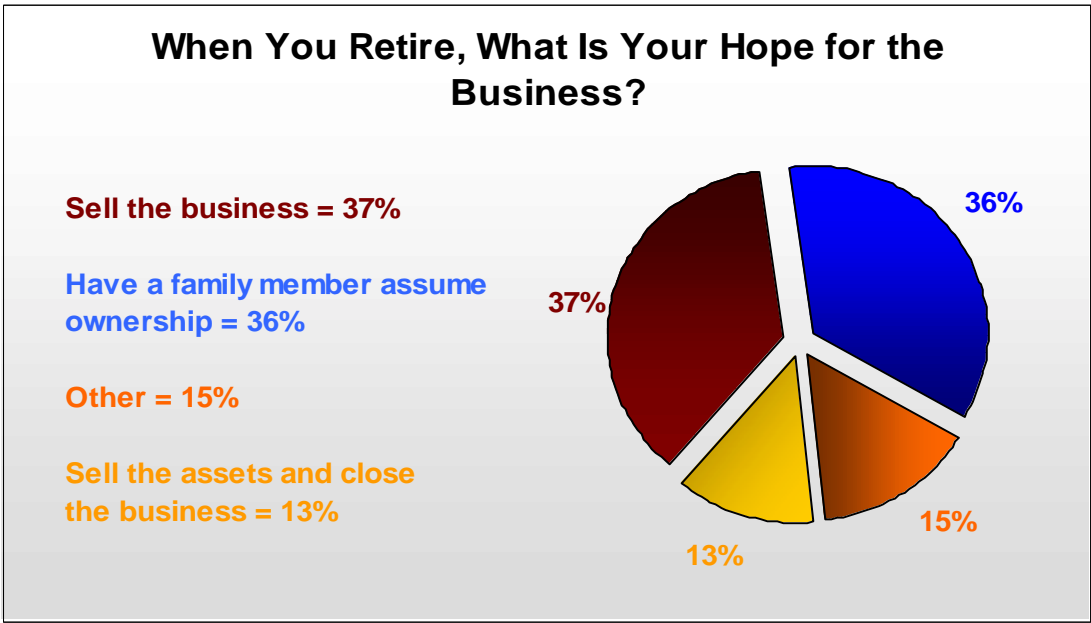
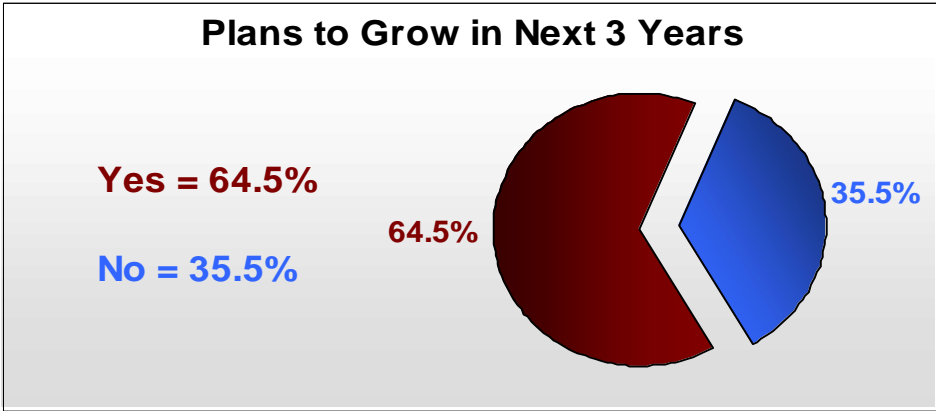
Build a major competitor in
the industry = 8%

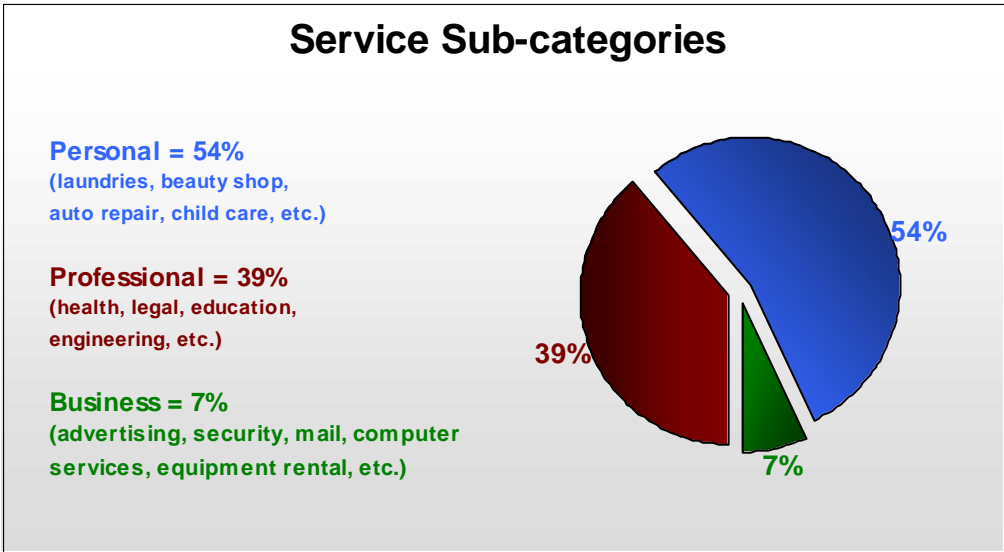
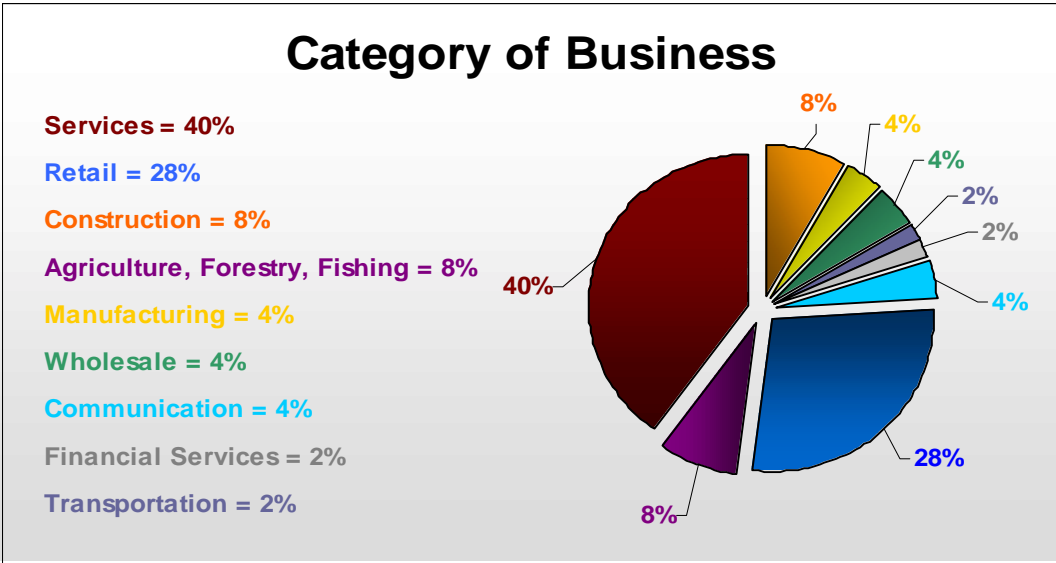
Other = 8%

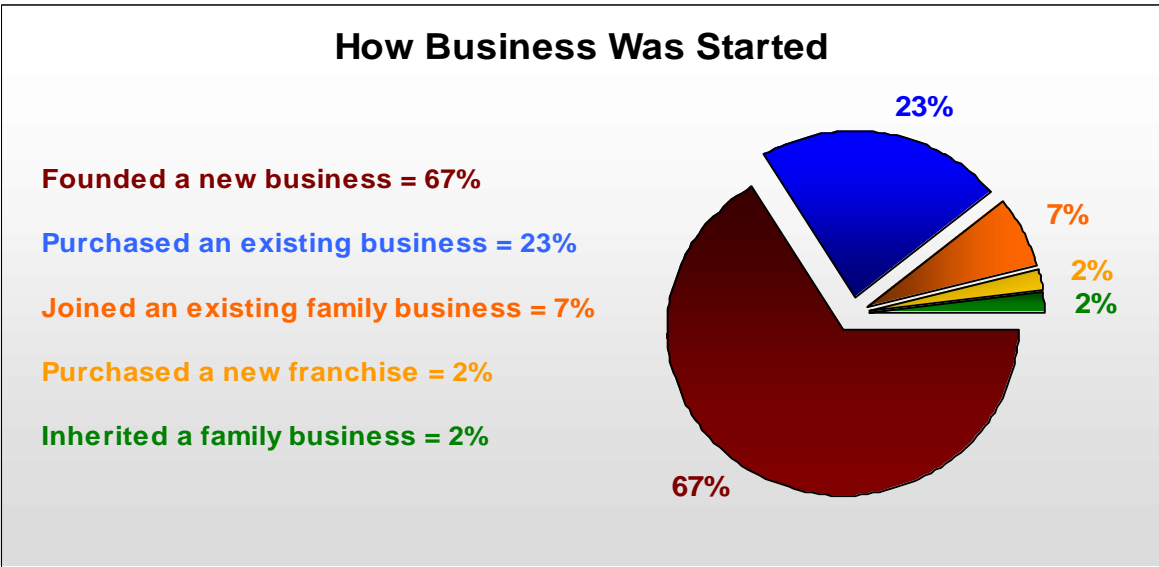
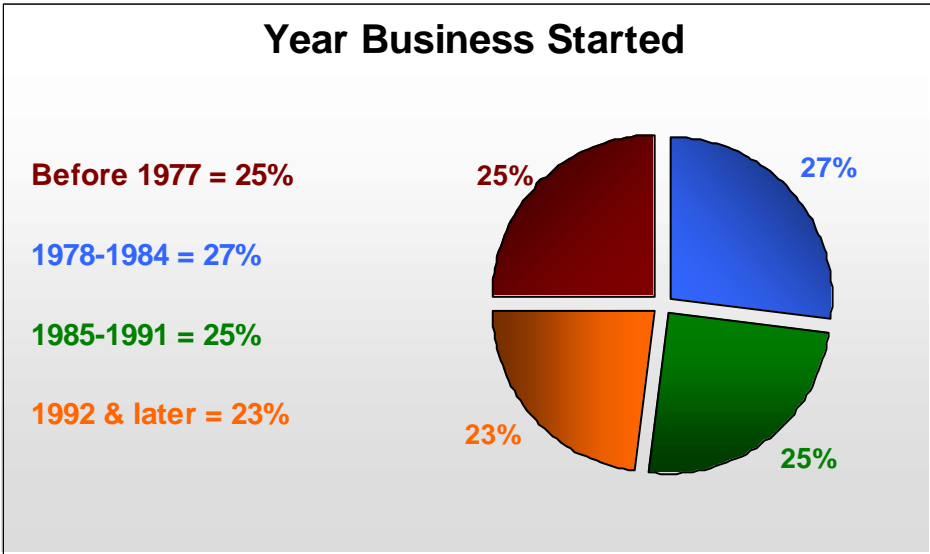
Build a business rapidly = 5%

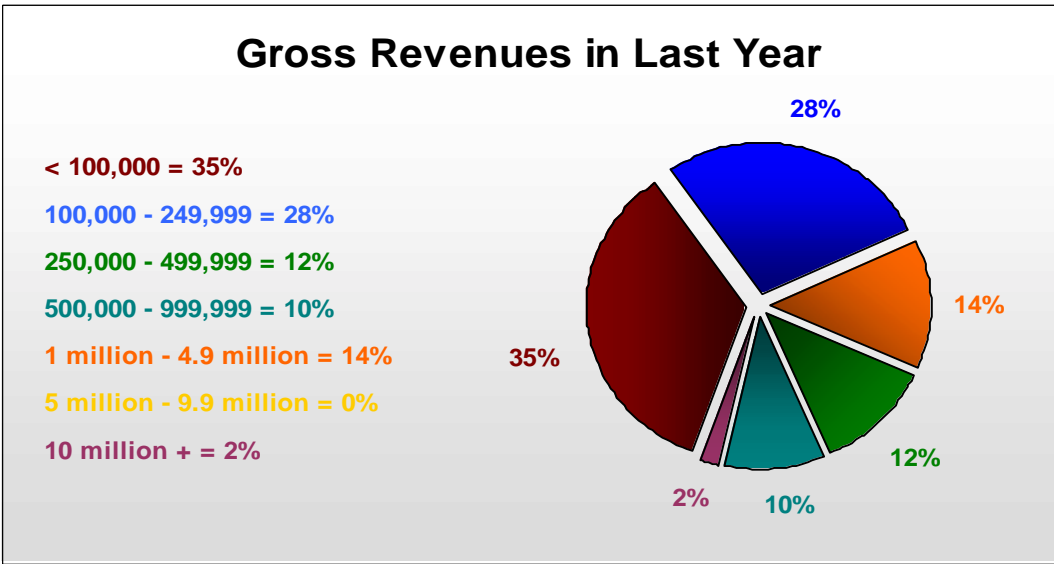
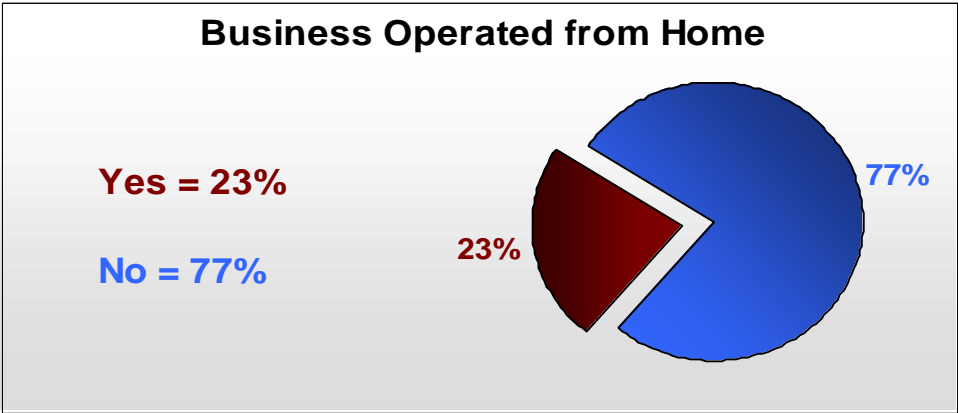
Build a business with the intent
to sell = 3%

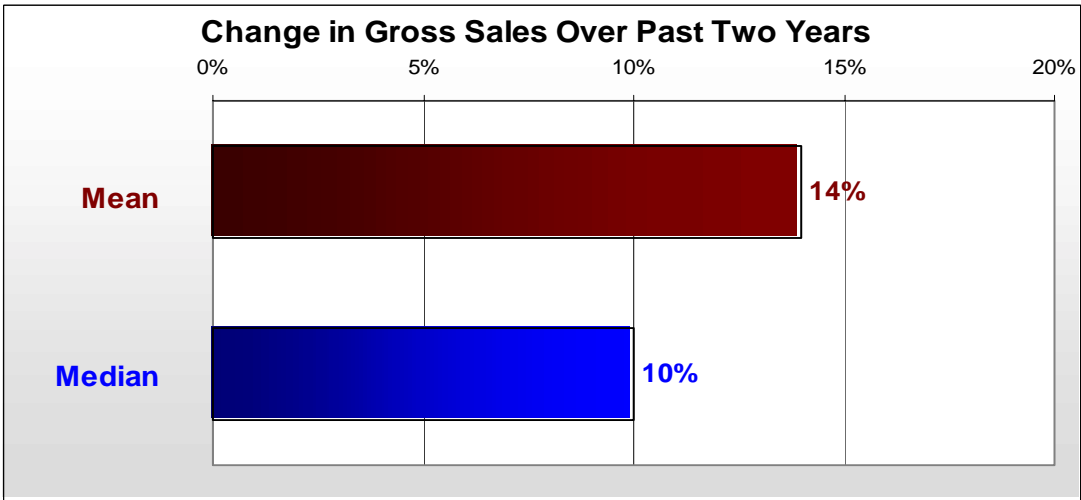
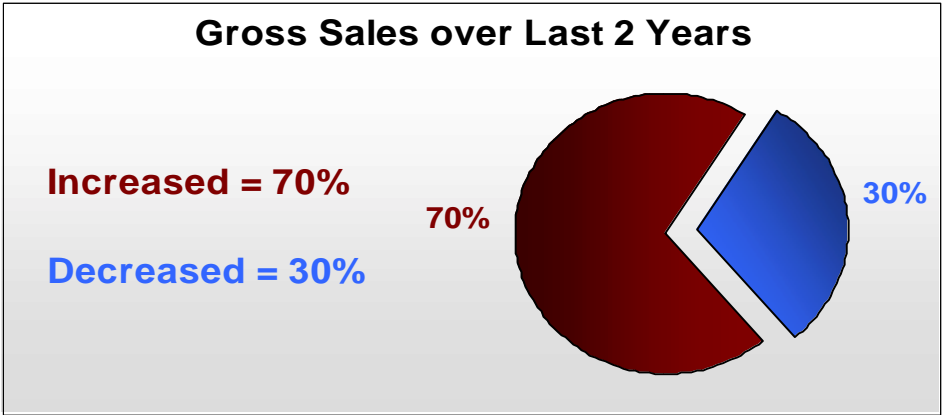


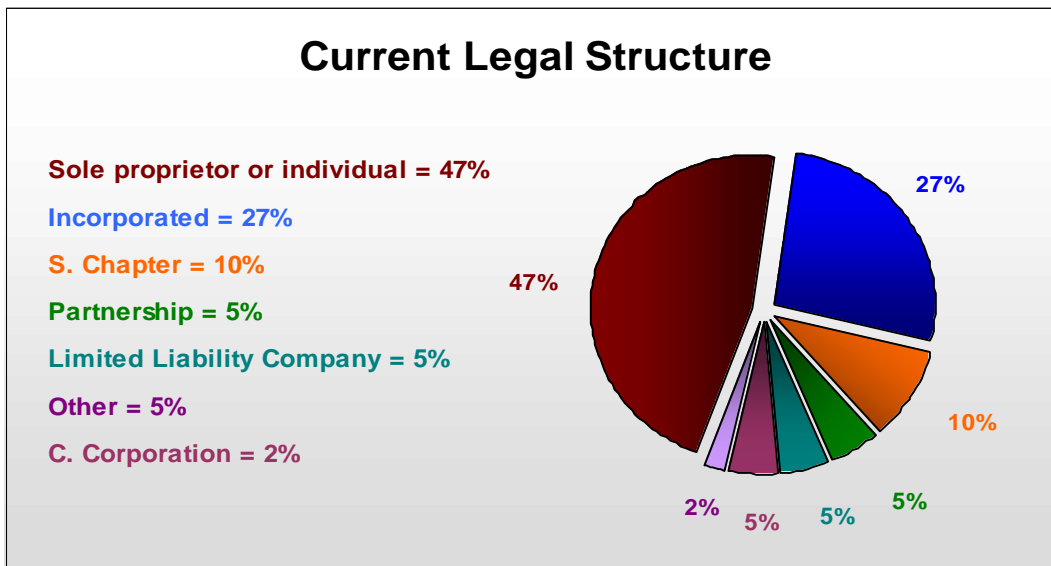
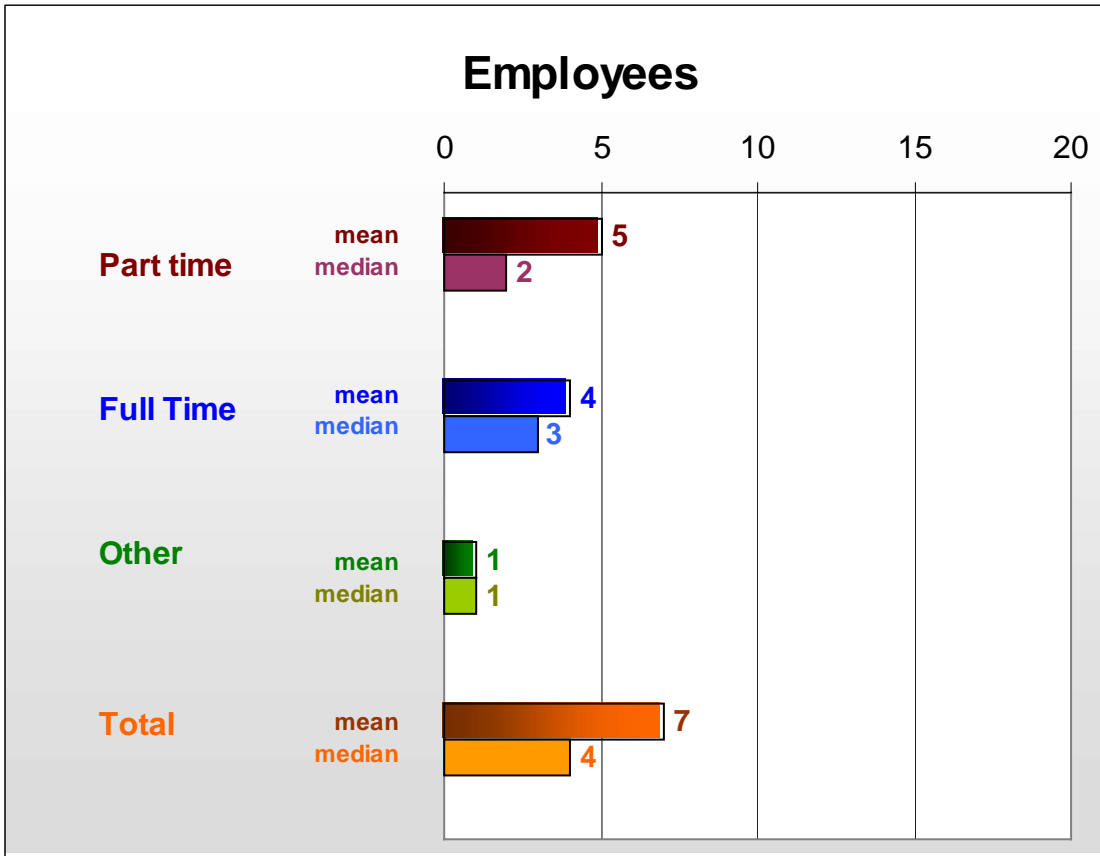


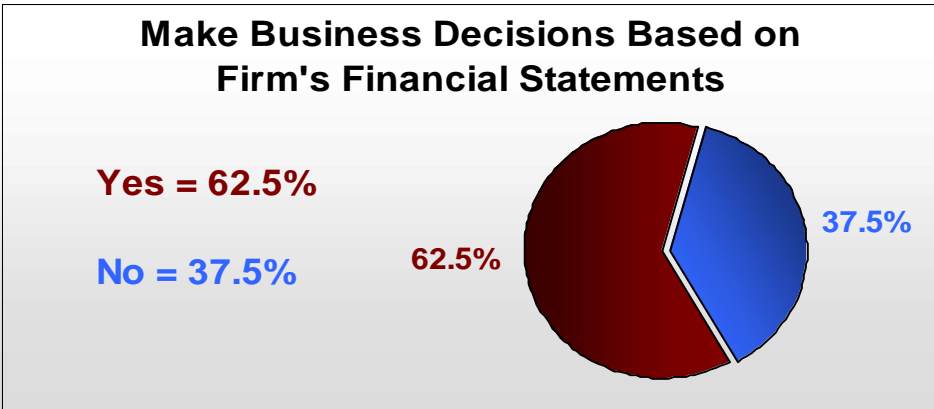
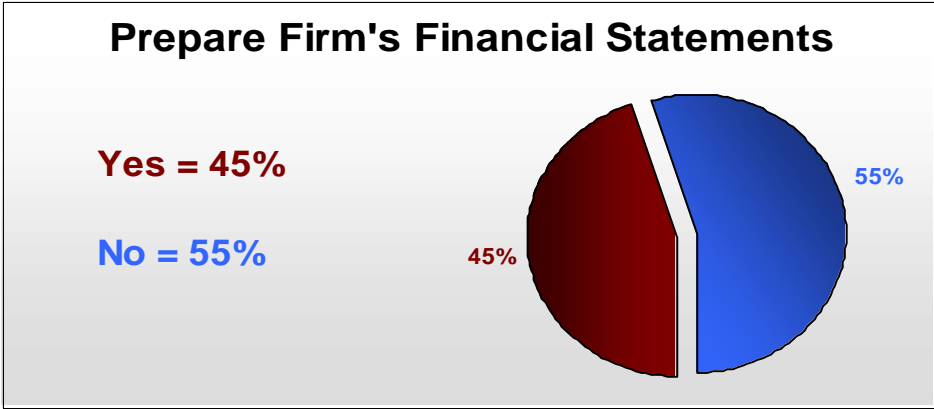
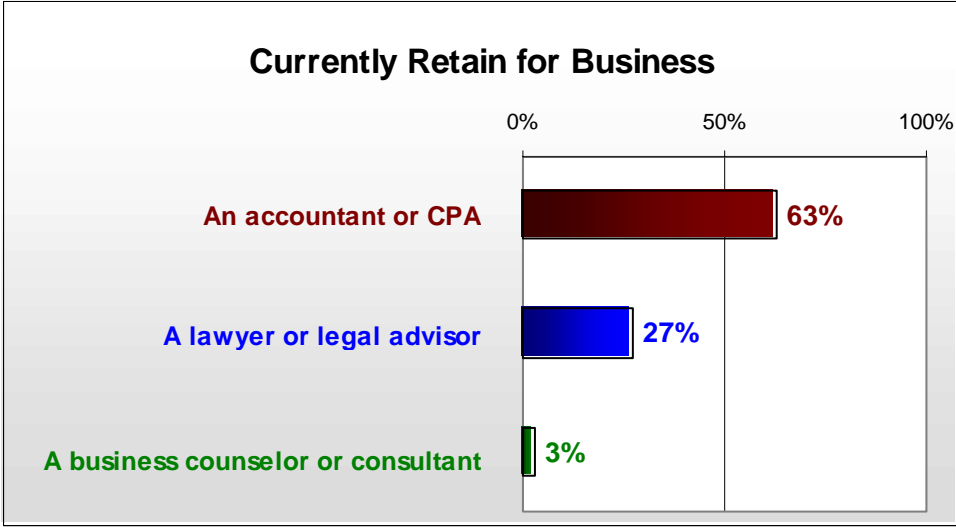








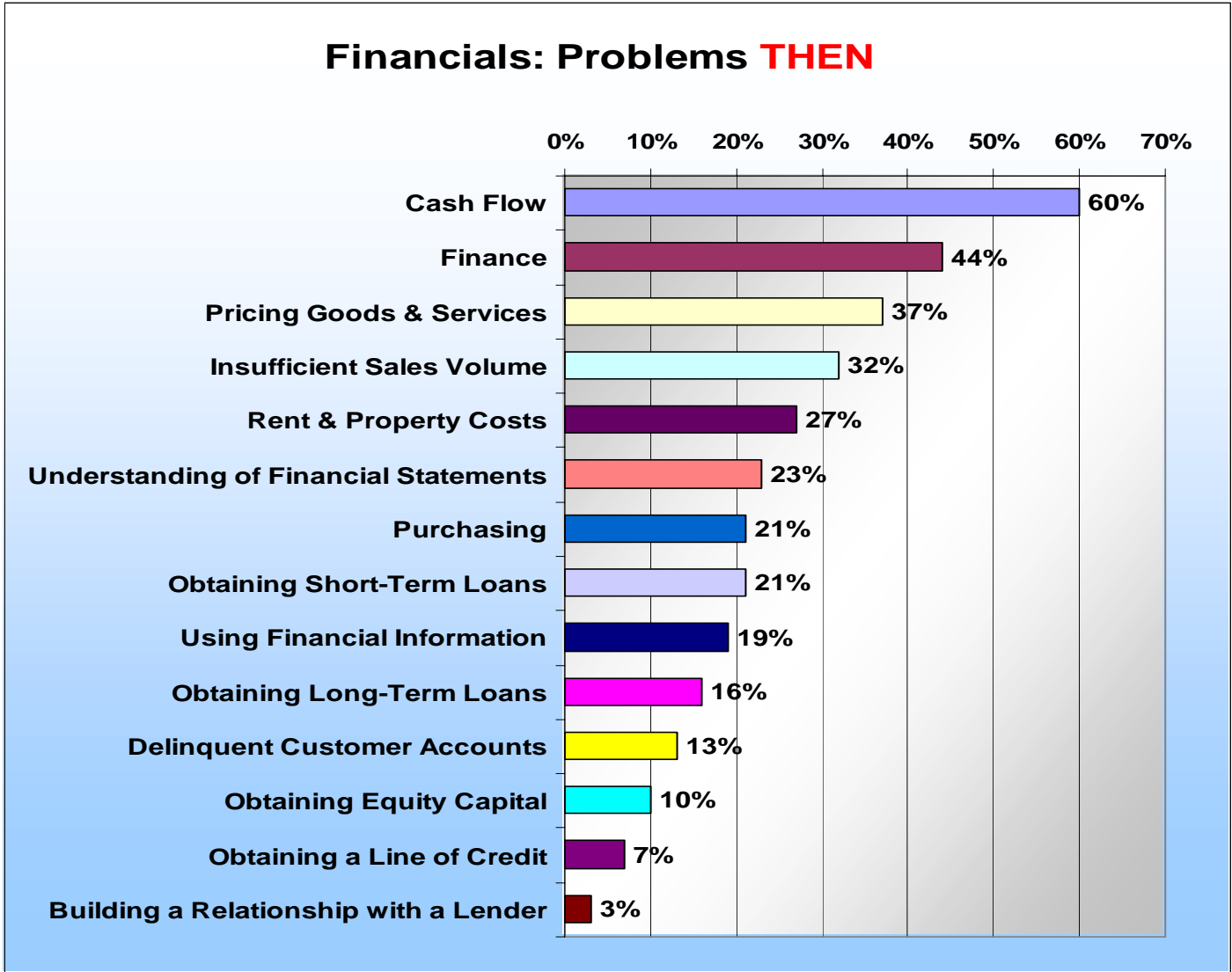




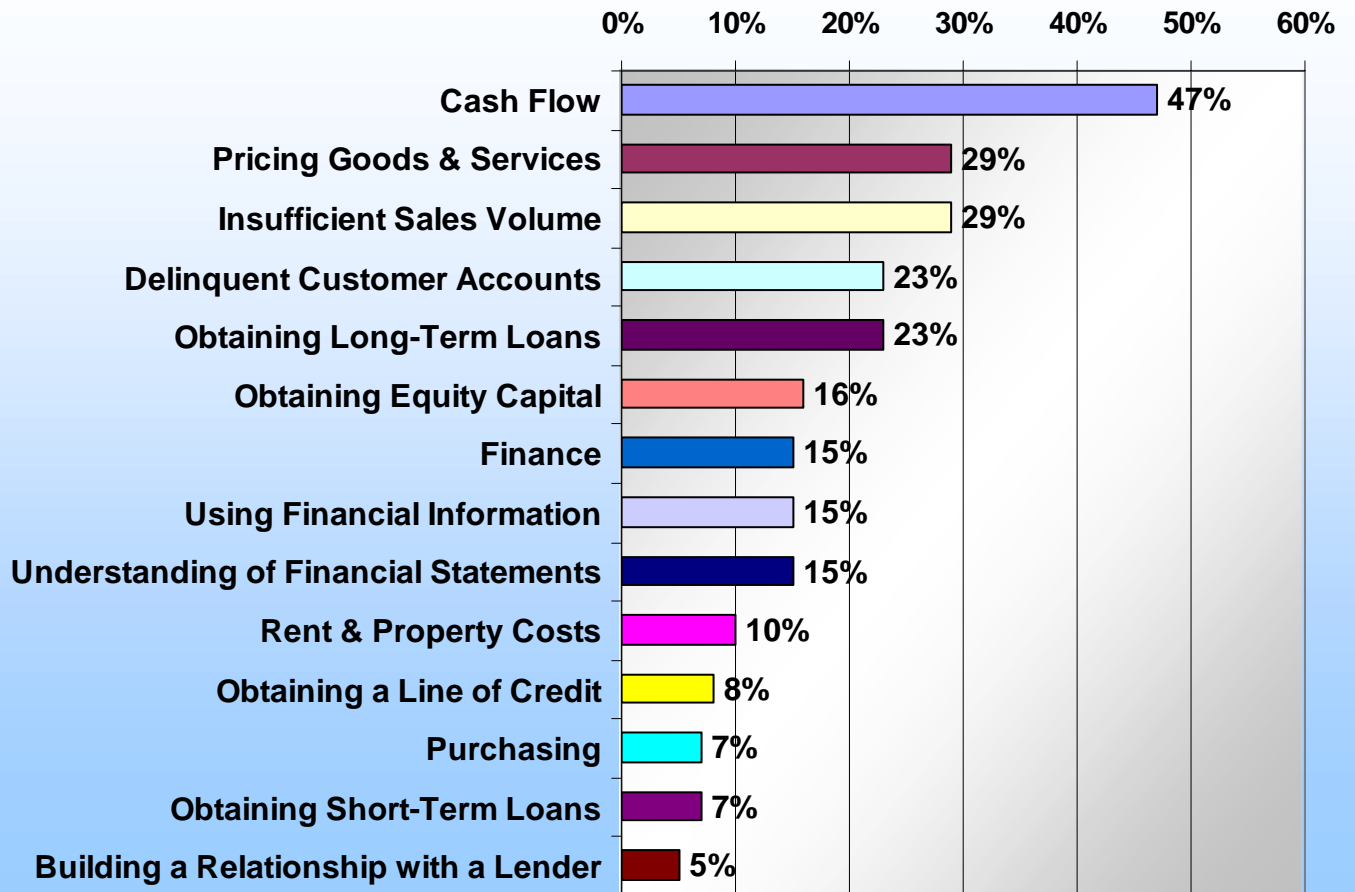
CONTENT AREAS:

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

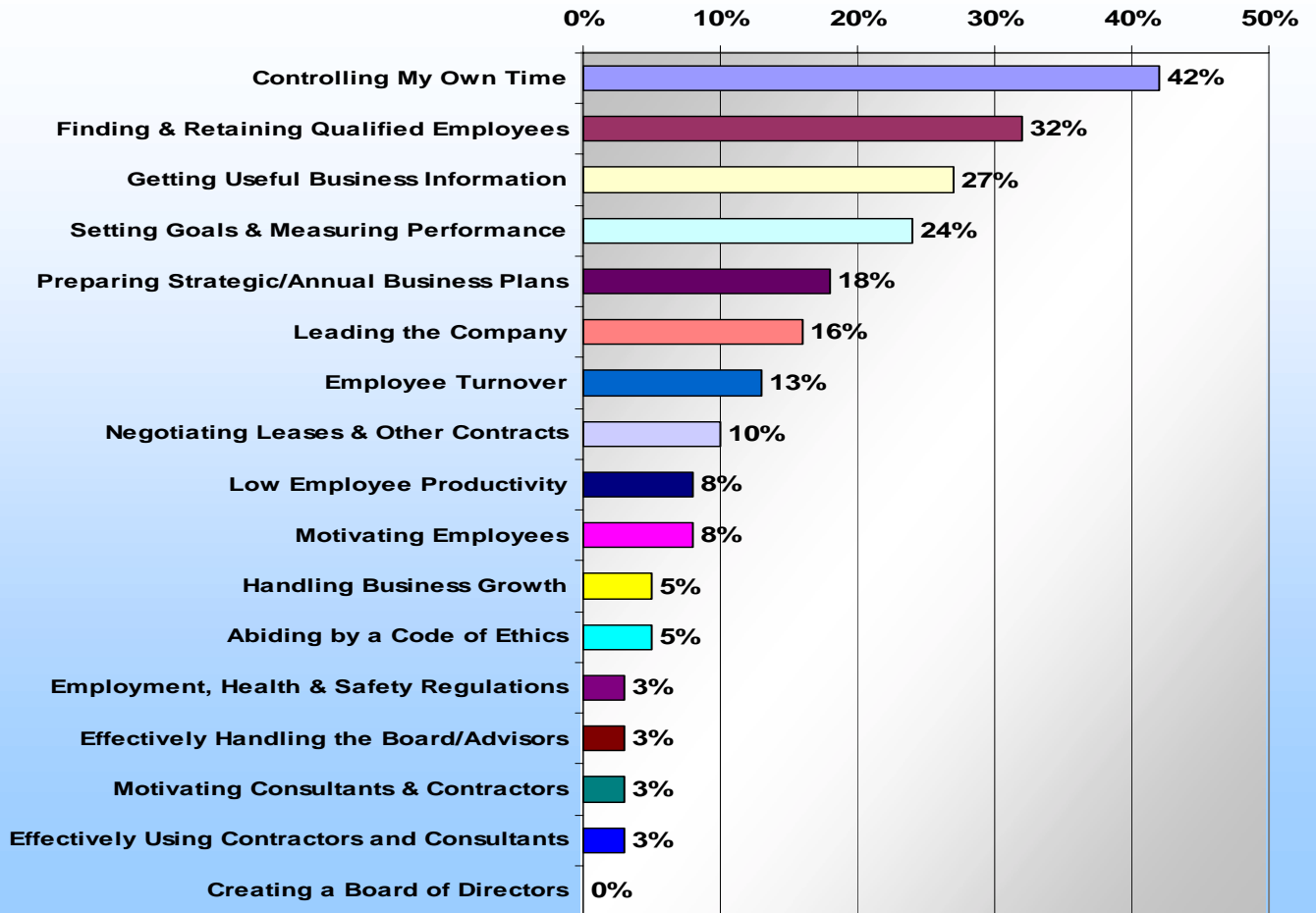
Note: Percentages may not add to 100 due to rounding and/or non-responses.



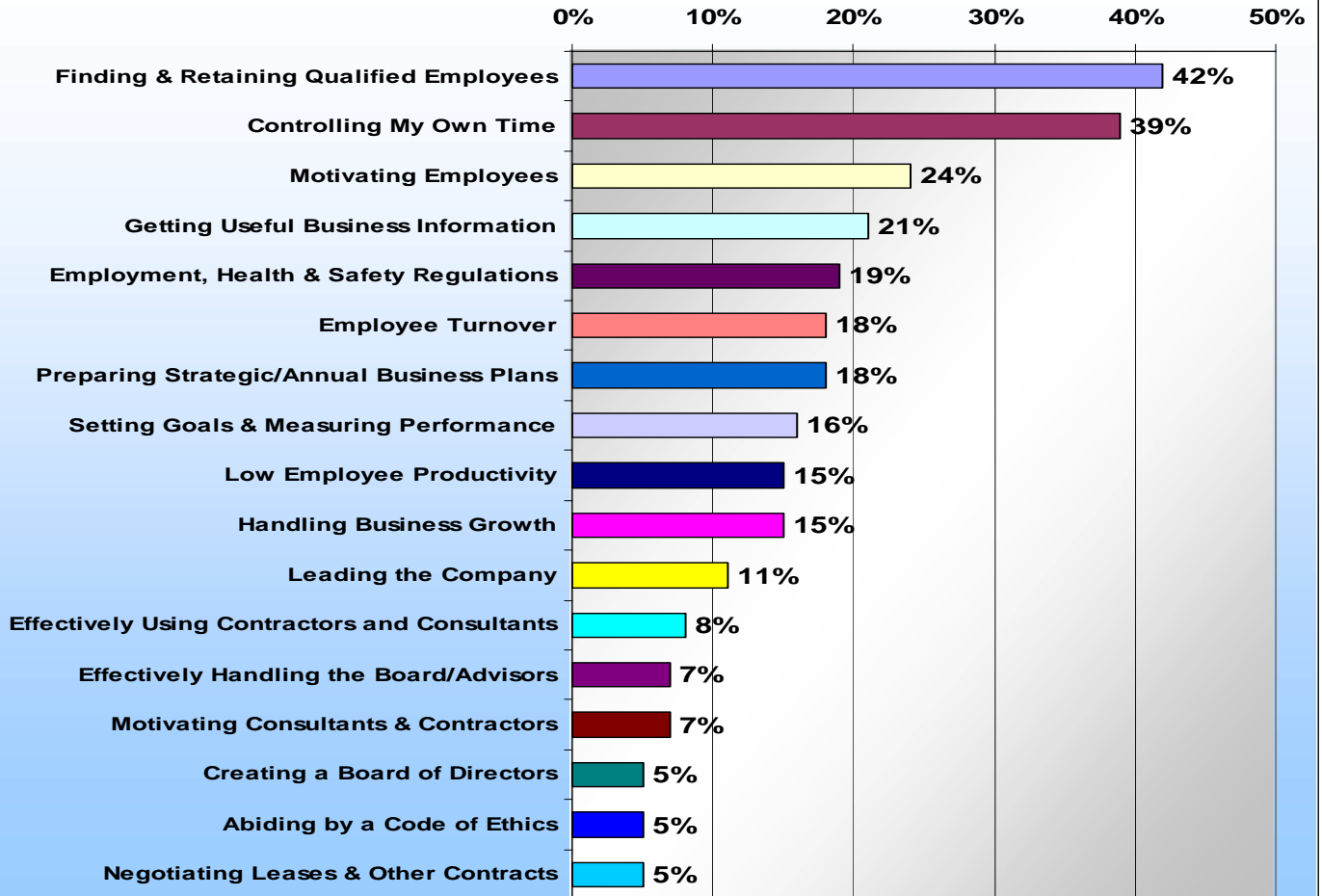
Financials: Problems **NOW**



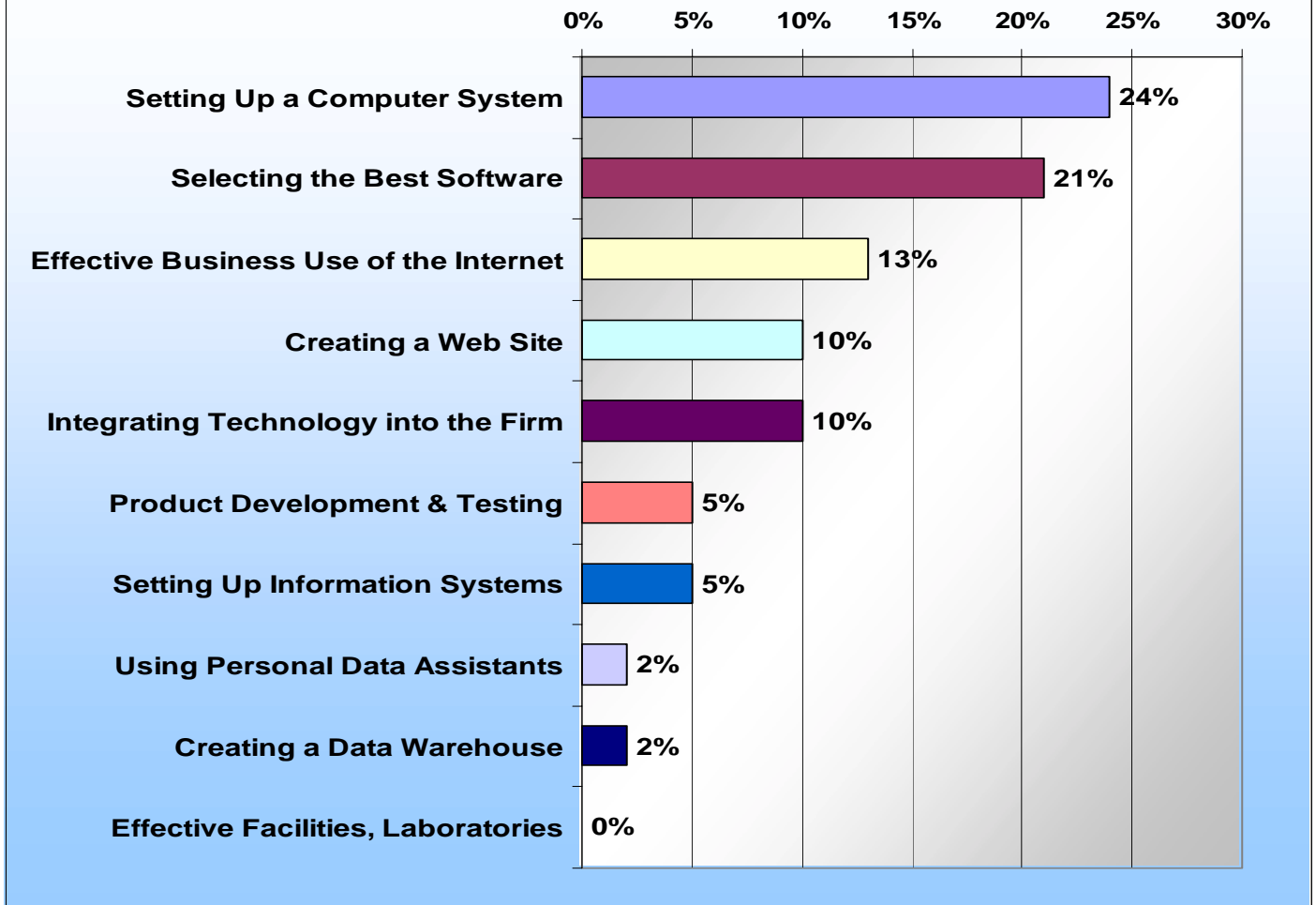
Management: Problems **THEN**



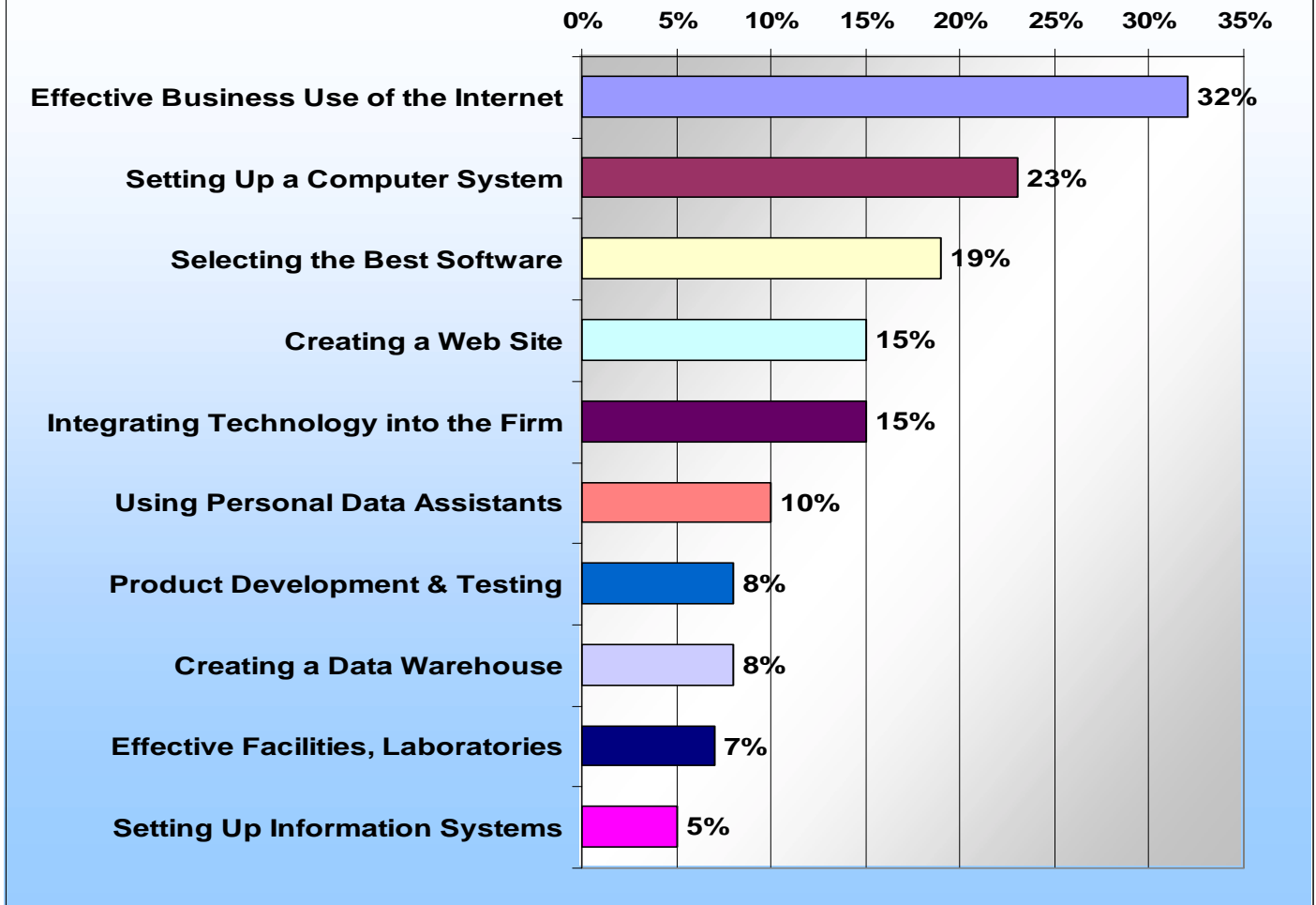
Management: Problems **NOW**



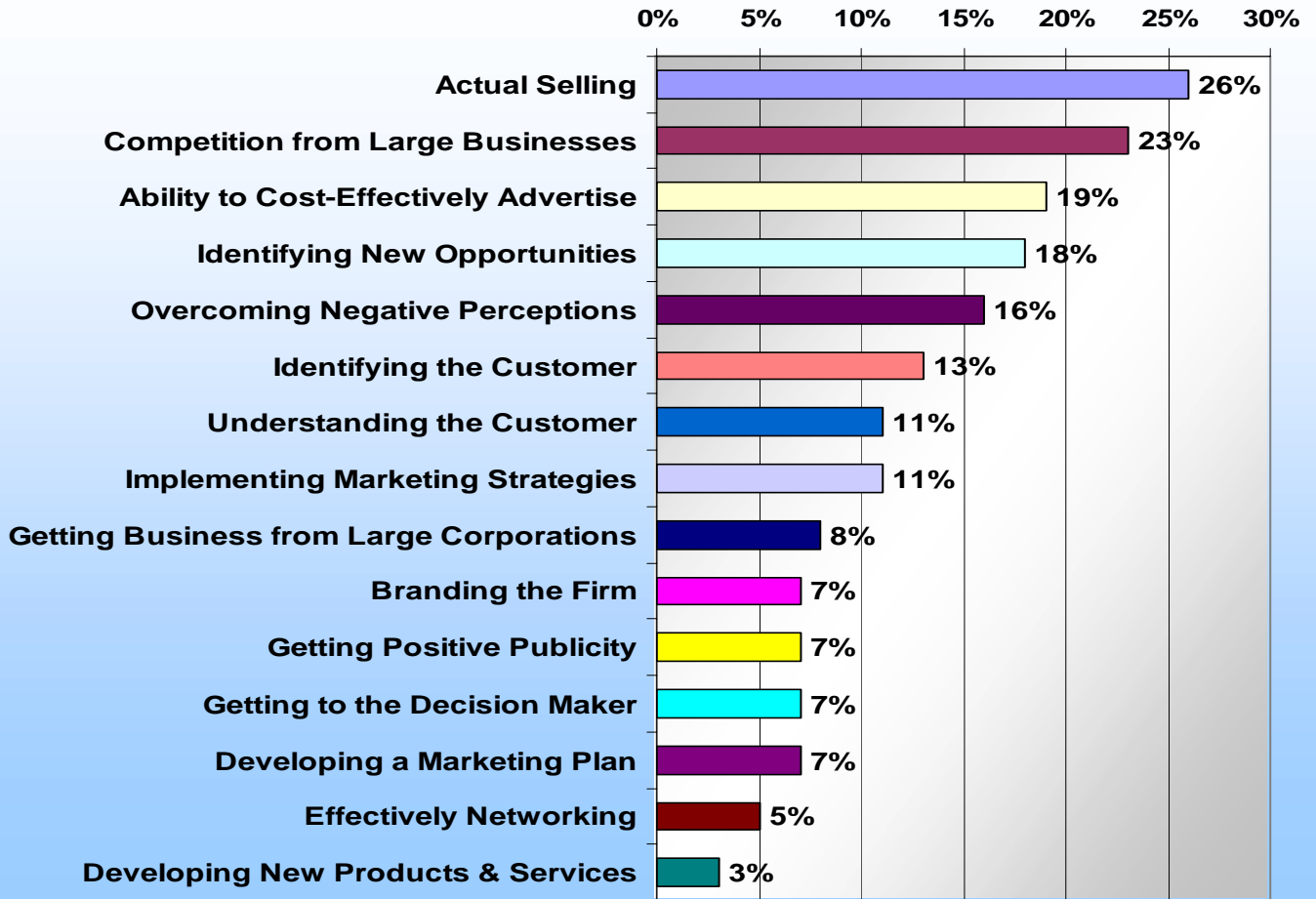
Technology: Problems **THEN**



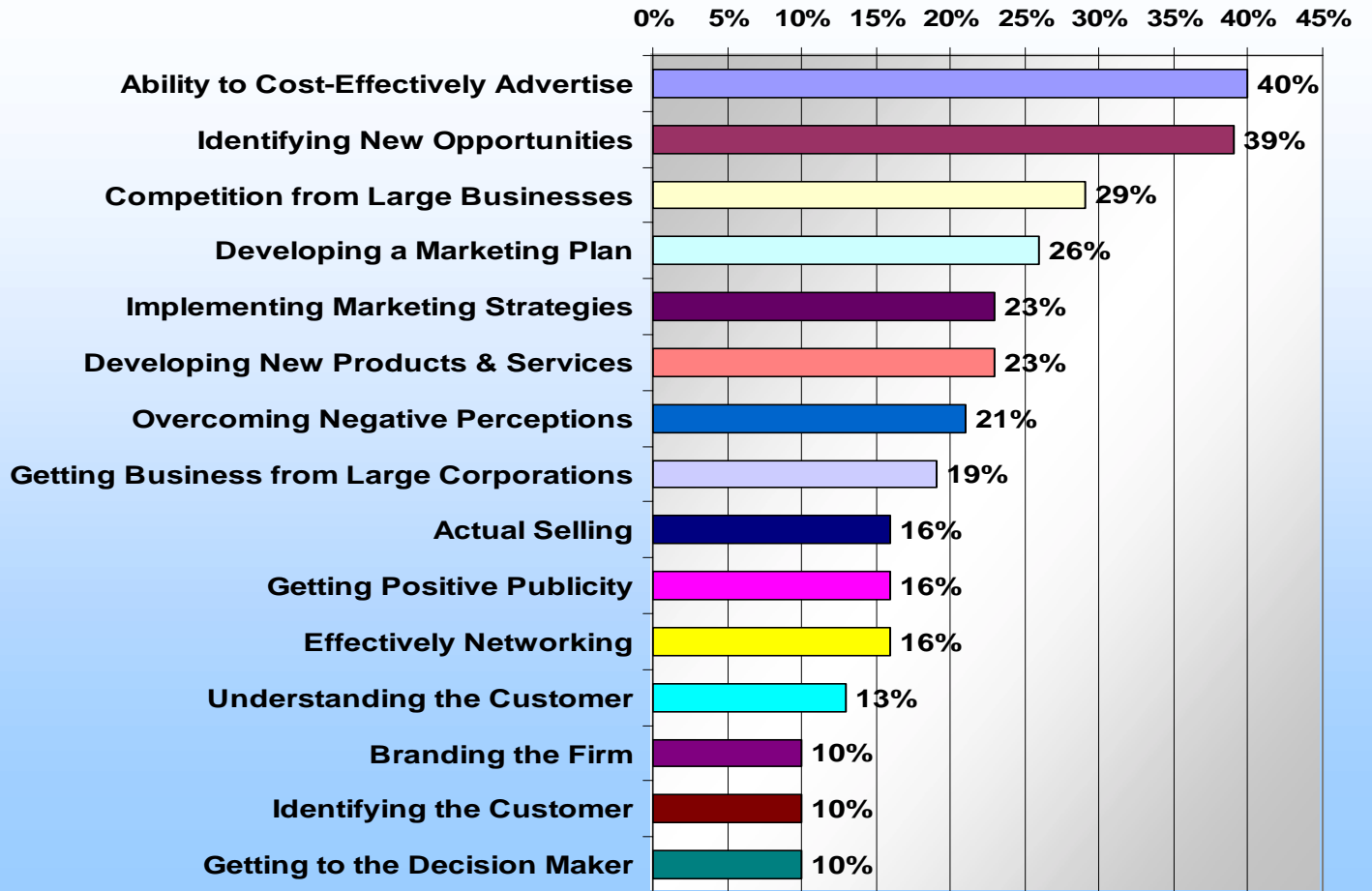
Technology: Problems **NOW**



Marketing: Problems **THEN**

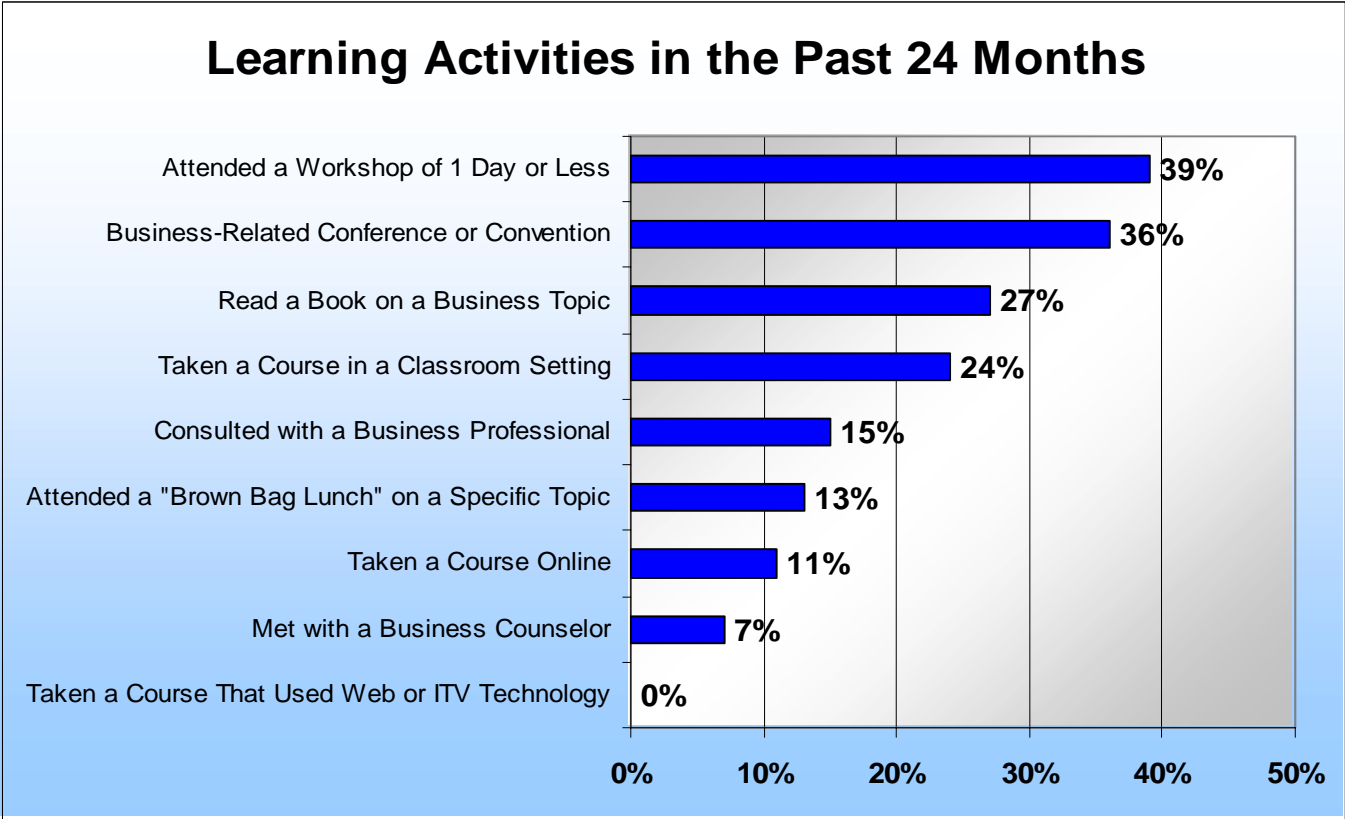
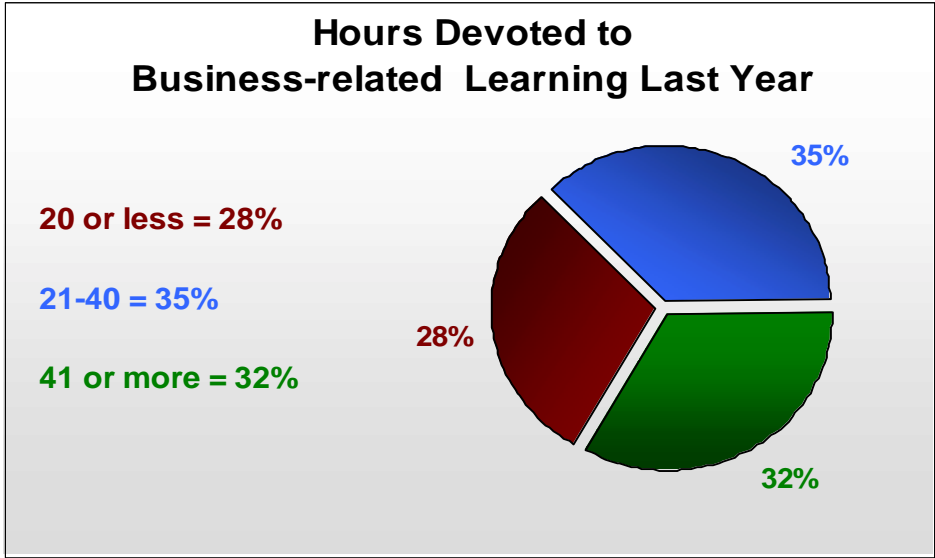


Marketing: Problems **NOW**



LEARNING STYLES:

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



New Business Practices

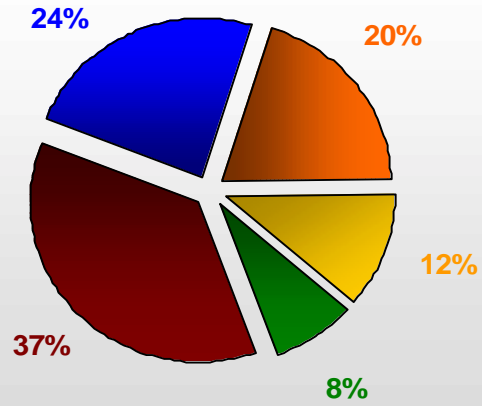
I use what is widely accepted and understood = 37%

If it's not broke, I don't fix it = 24%

When a new idea shows promise, I jump on it before most others = 20%

I attempt to be the first to try new things = 12%

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



Approaches to Solving Business Problems

Find out as much as you can and figure out a solution yourself = 81%

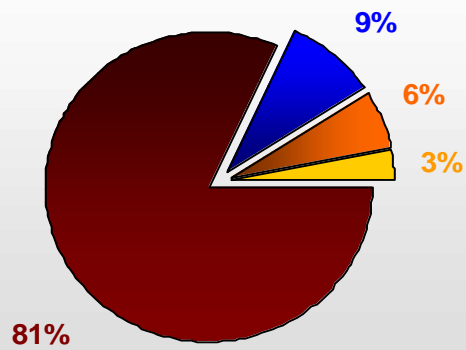
Talk with peers who may have faced similar problems = 9%

Other = 6%

Take a course = 3%

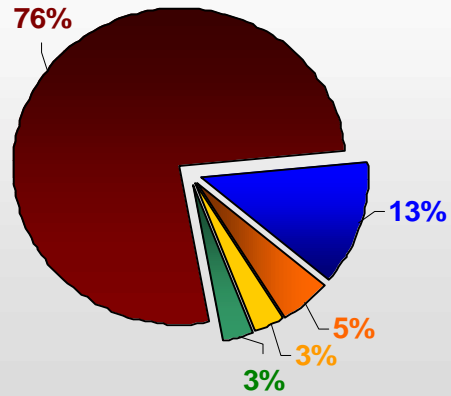
Hire a consultant to find a solution = 0%

Use the Internet = 0%



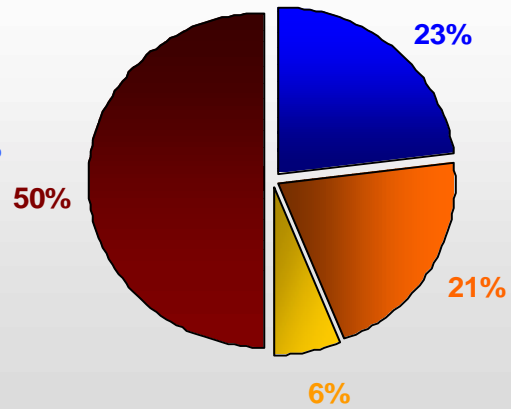
Sources Used for Business Information

- Other = 76%**
- Small Business Administration (SBA) = 13%**
- Small Business Development Centers (SBDC) = 5%**
- University Outreach and Extension = 3%**
- Local College or University = 3%**
- Dept. of Economic Development = 0%**



Learning New Skills & Knowledge

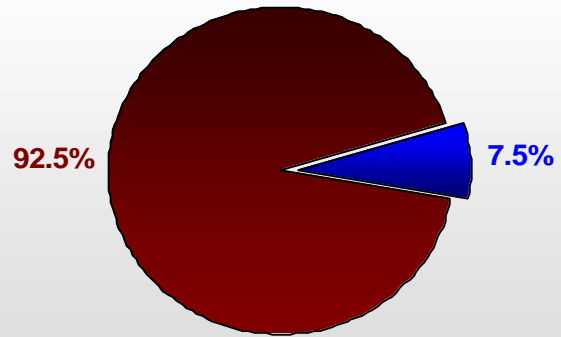
- Watch it demonstrated = 50%**
- Listen to someone explain it = 23%**
- Read about it = 21%**
- Try it without guidance from anyone = 6%**



Preferred Method of Learning

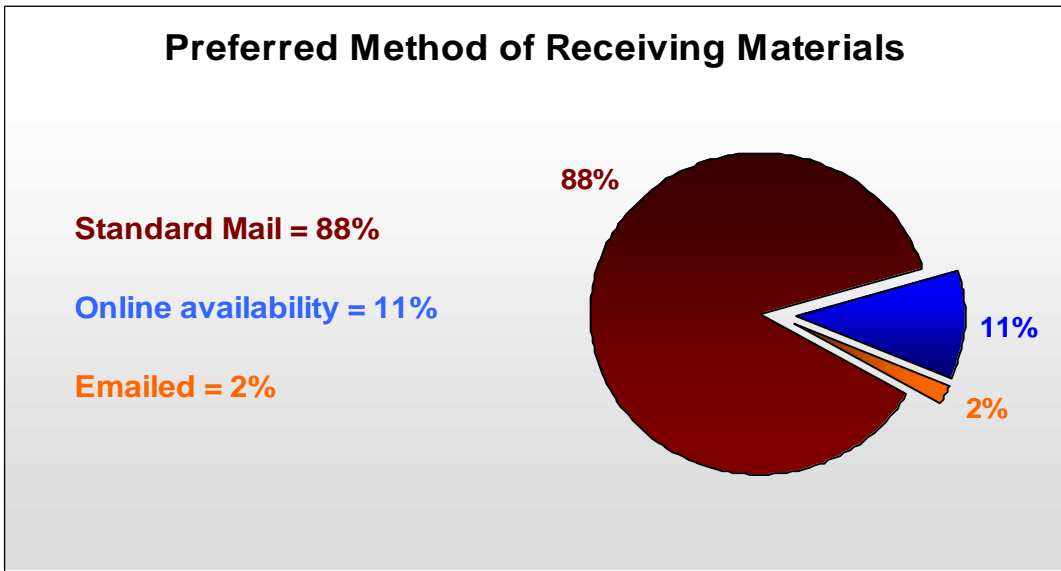
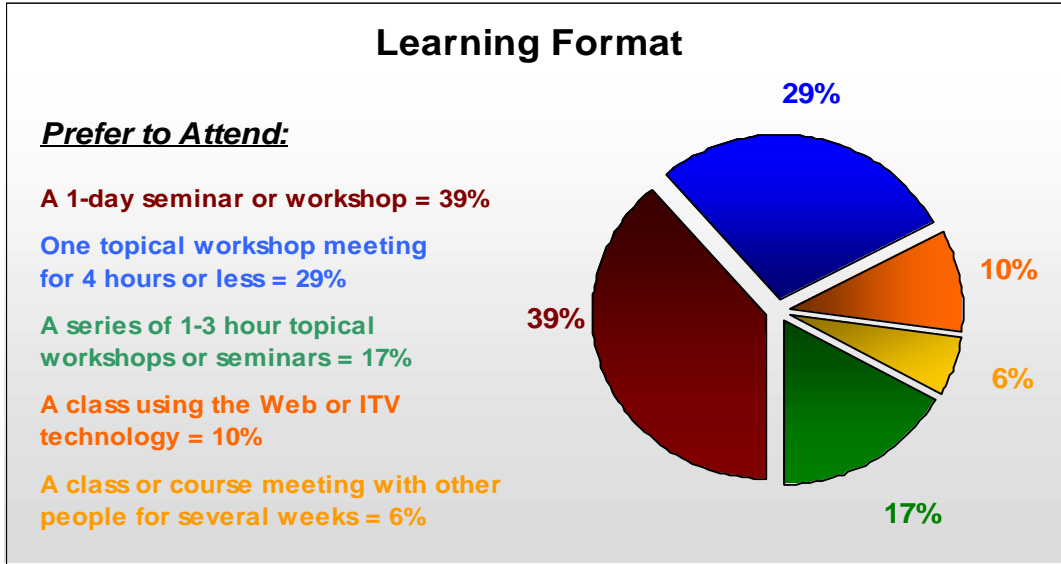
First understand the underlying concept or theory, then apply it to your business = 92.5%

Bypass understanding the concept or theory but be able to apply it to your business = 7.5%



DELIVERY PREFERENCES:

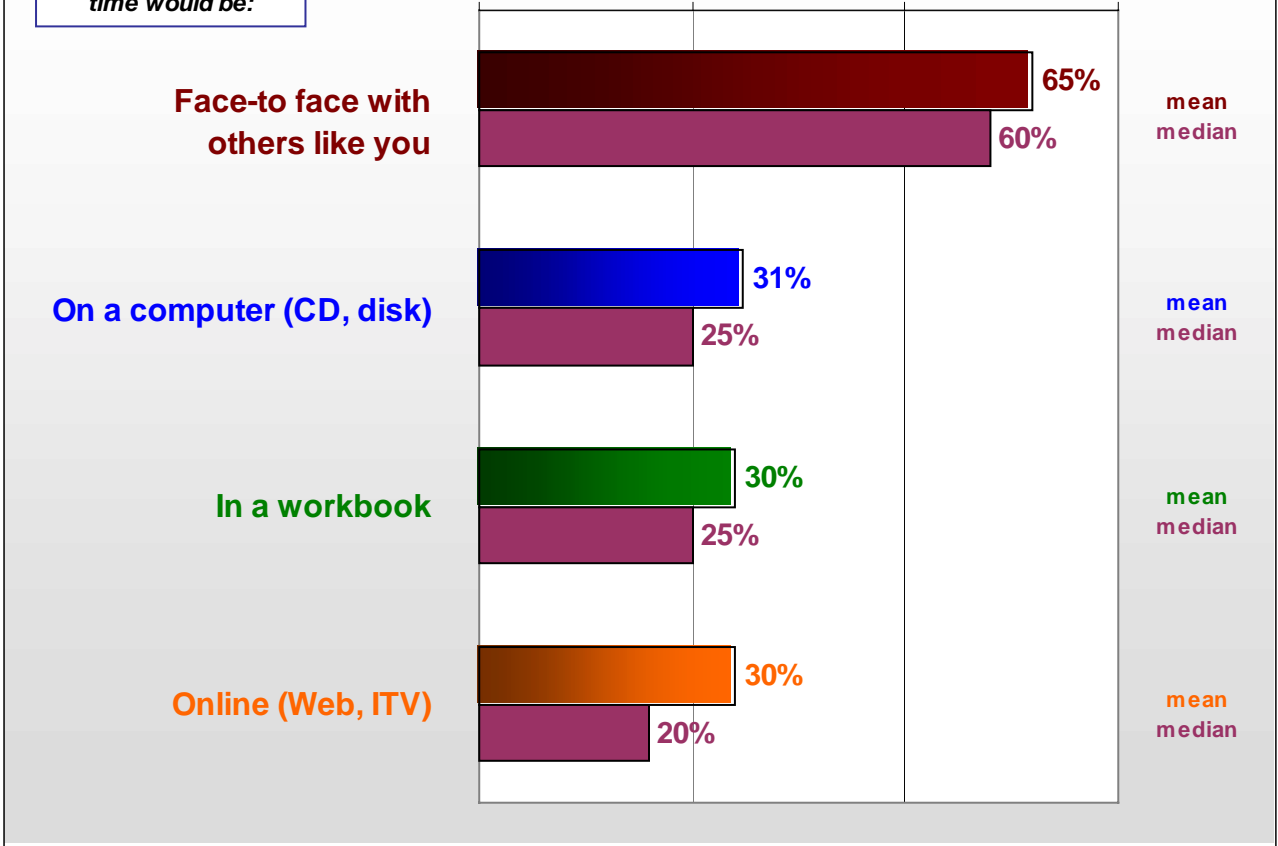
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Ideal Learning Environment: Activities

What percentage of time would be:

0% 25% 50% 75%



Desired Instructor/Facilitator Traits

