



Descriptive Analysis of South Central Region

Learning Experiences & Preferences

**Survey Data
(N=123; 10.3% of Total)**

March 2003

by

Gwen Richtermeyer, Ph.D.

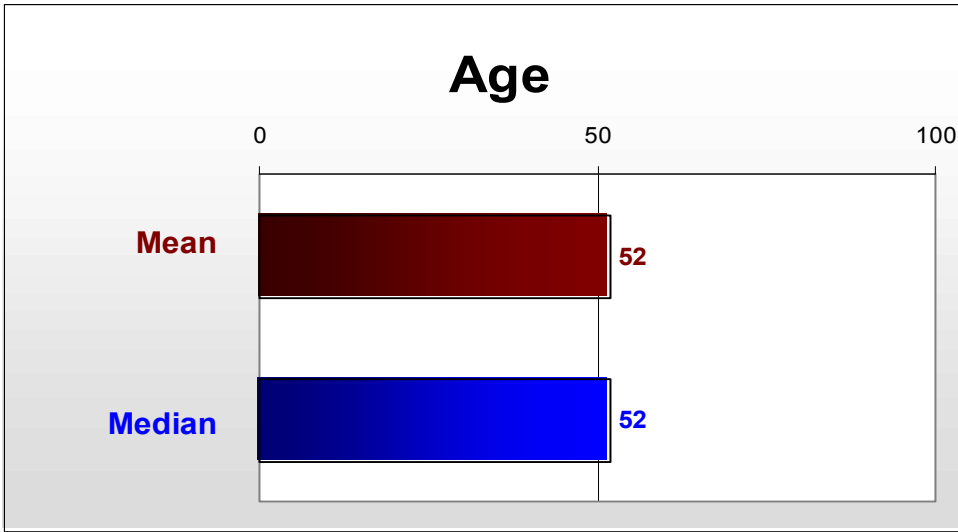
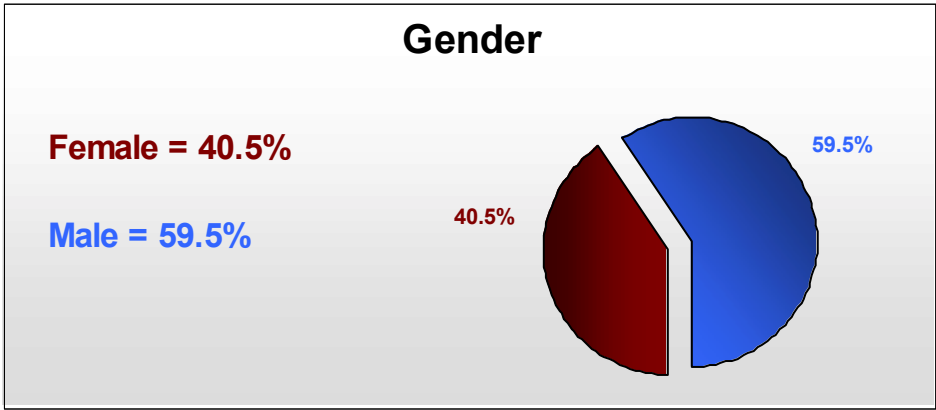
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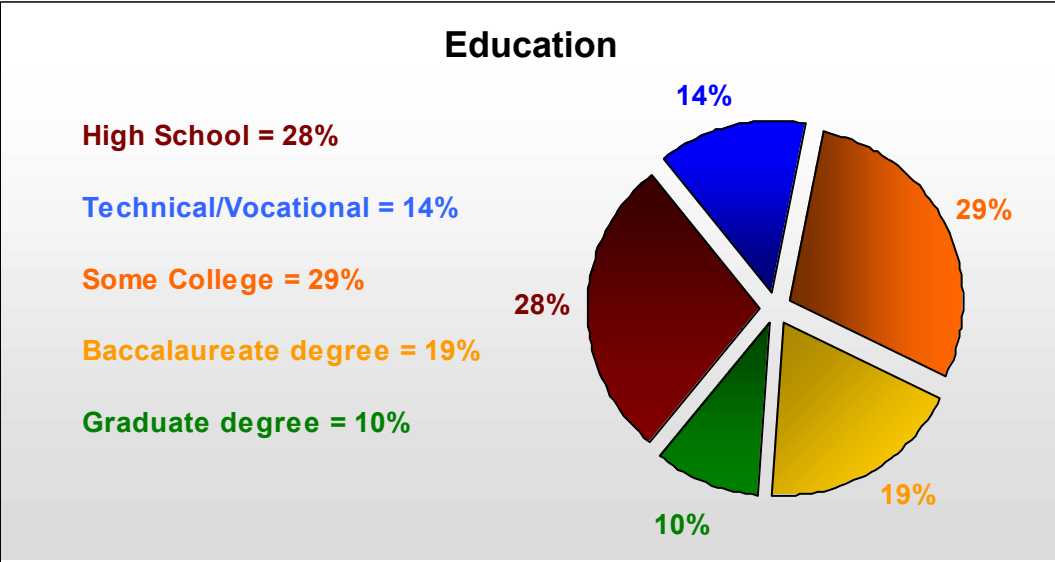
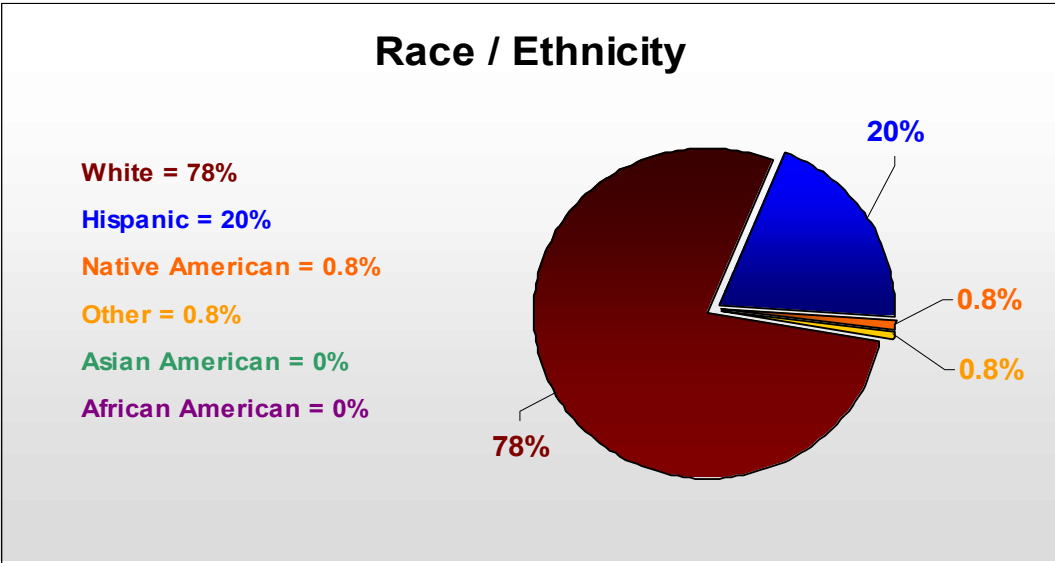


BRIDG is supported by the University of Missouri Outreach and
Extension Outreach Development Fund

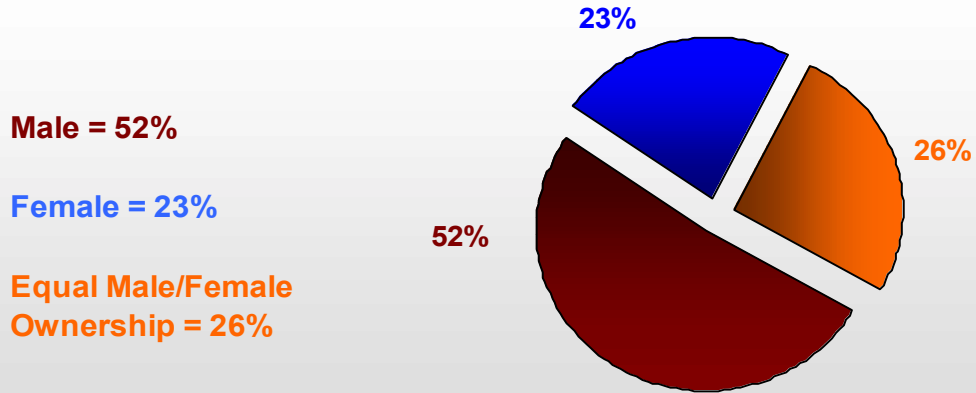
DEMOGRAPHICS & FIRMOGRAPHICS

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

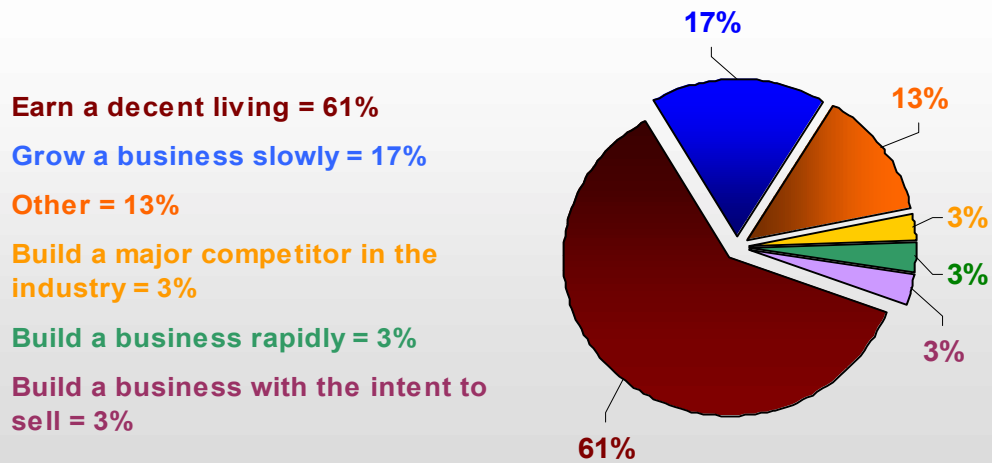


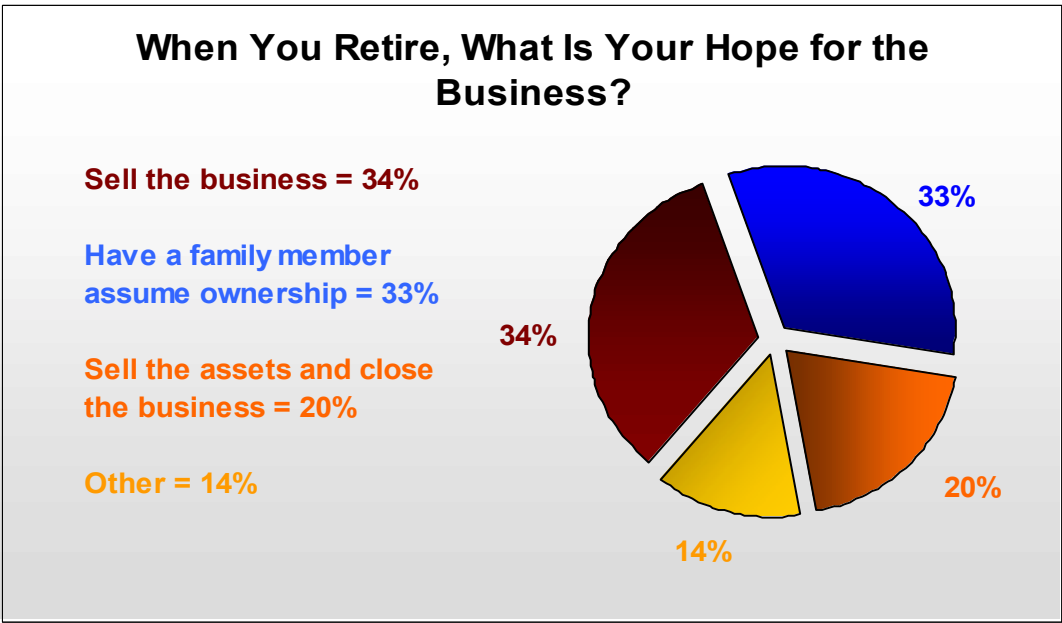
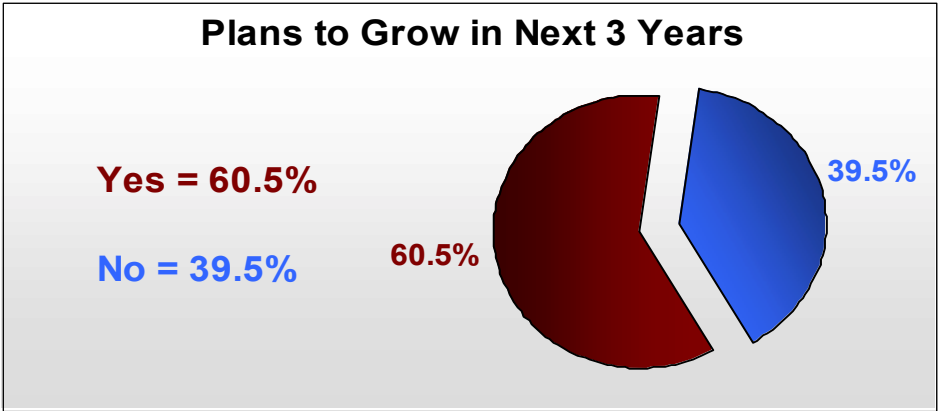


Principal Owner of the Business



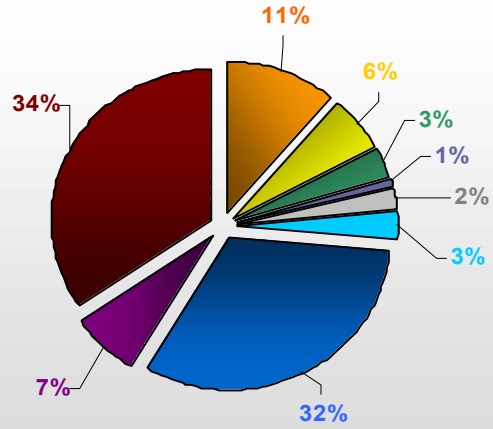
Primary Goal or Dream at Startup





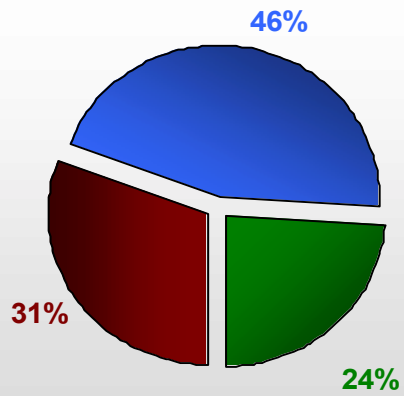
Category of Business

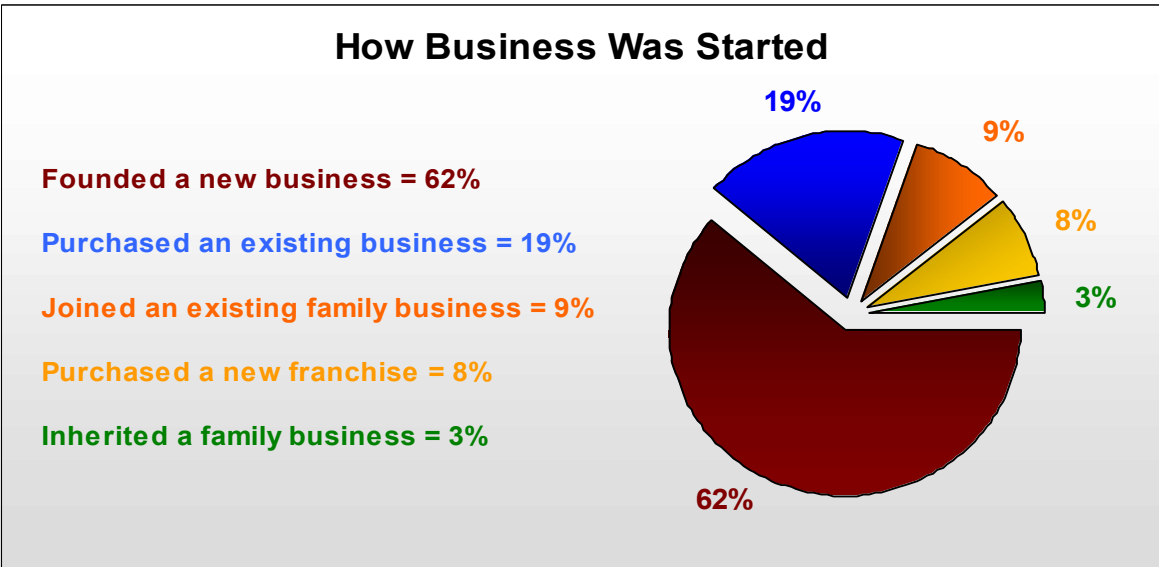
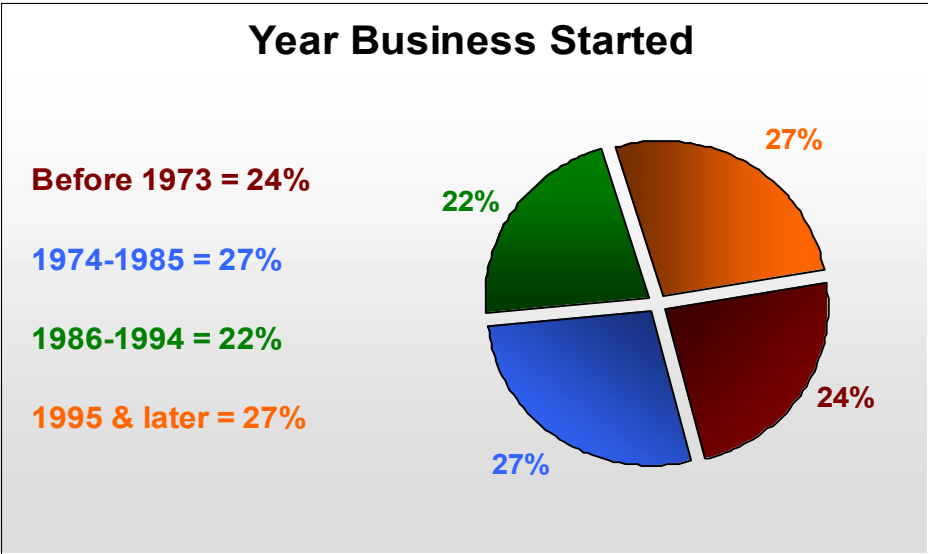
- Retail = 34%**
- Services = 32%**
- Manufacturing = 11%**
- Construction = 7%**
- Agriculture, Forestry, Fishing = 6%**
- Wholesale = 3%**
- Financial Services = 3%**
- Communication = 2%**
- Transportation = 1%**

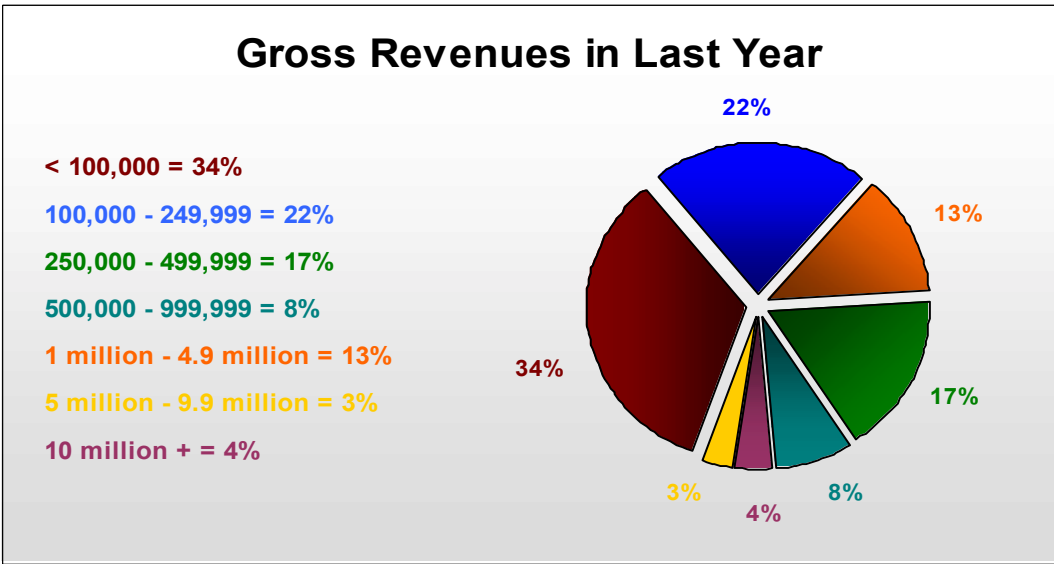
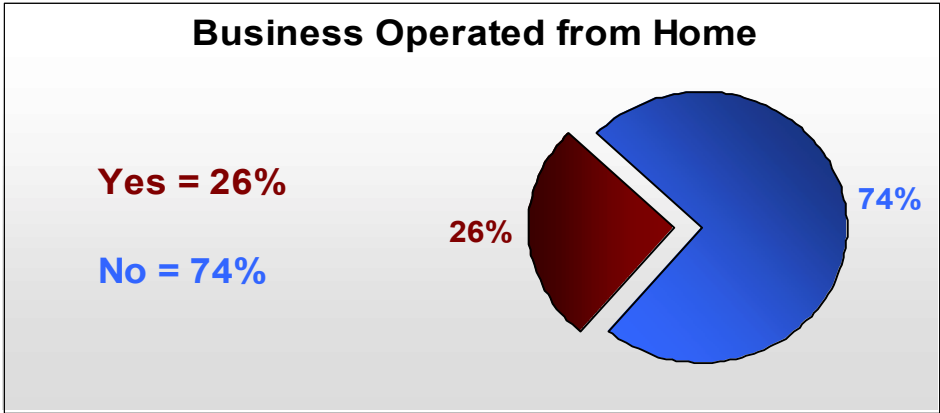


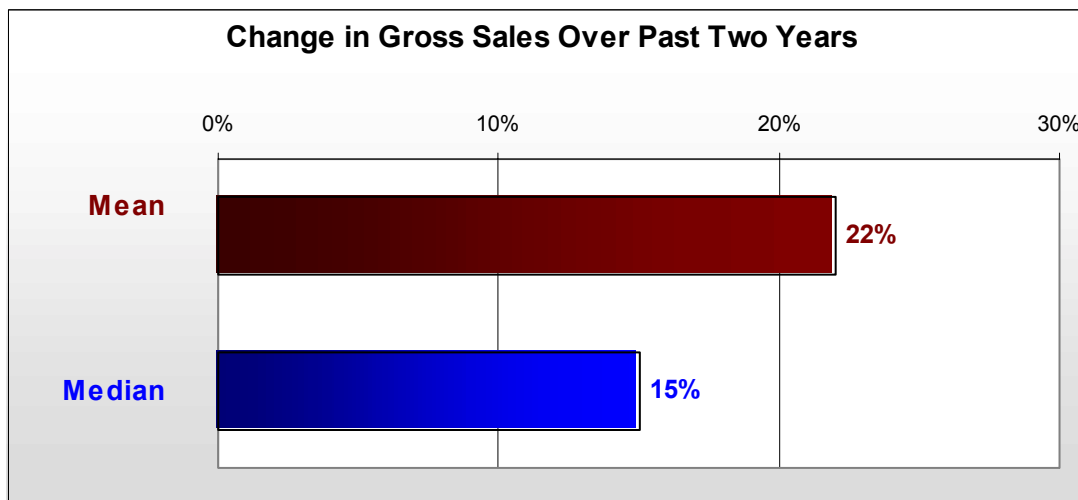
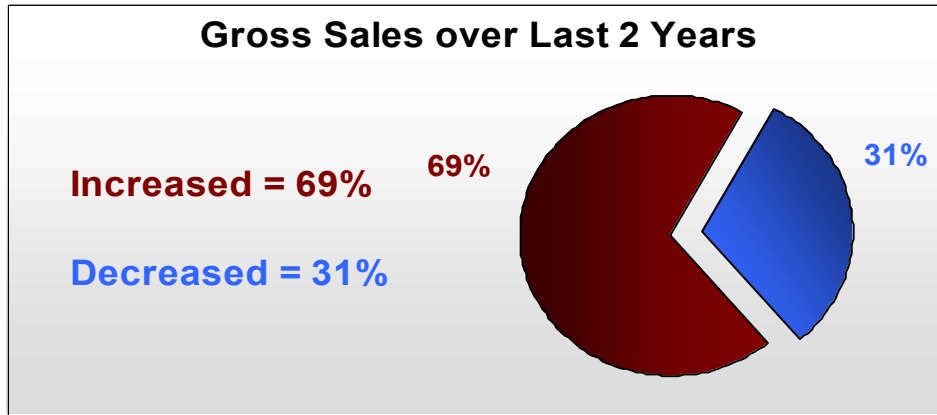
Service Sub-categories

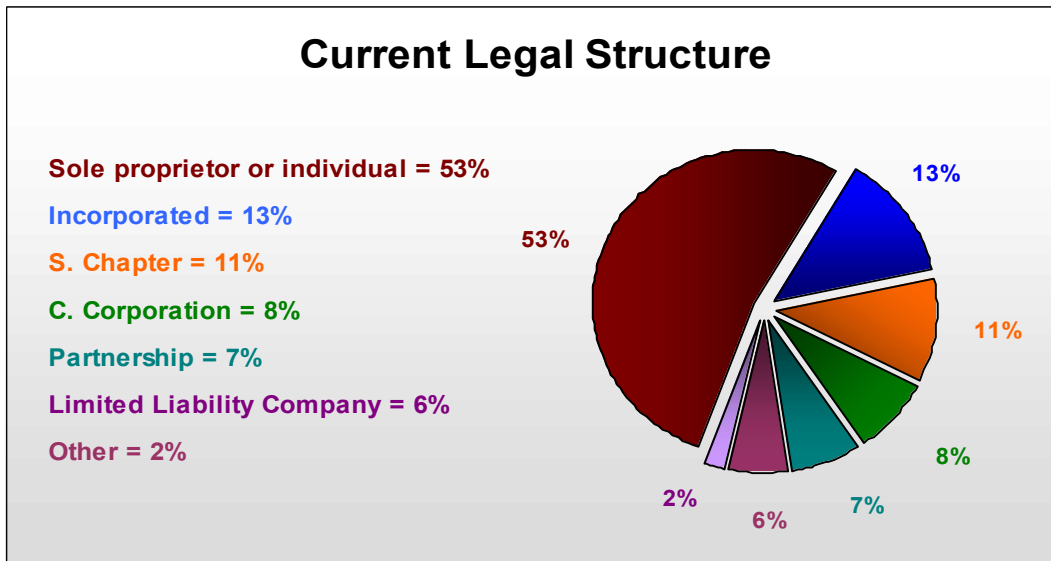
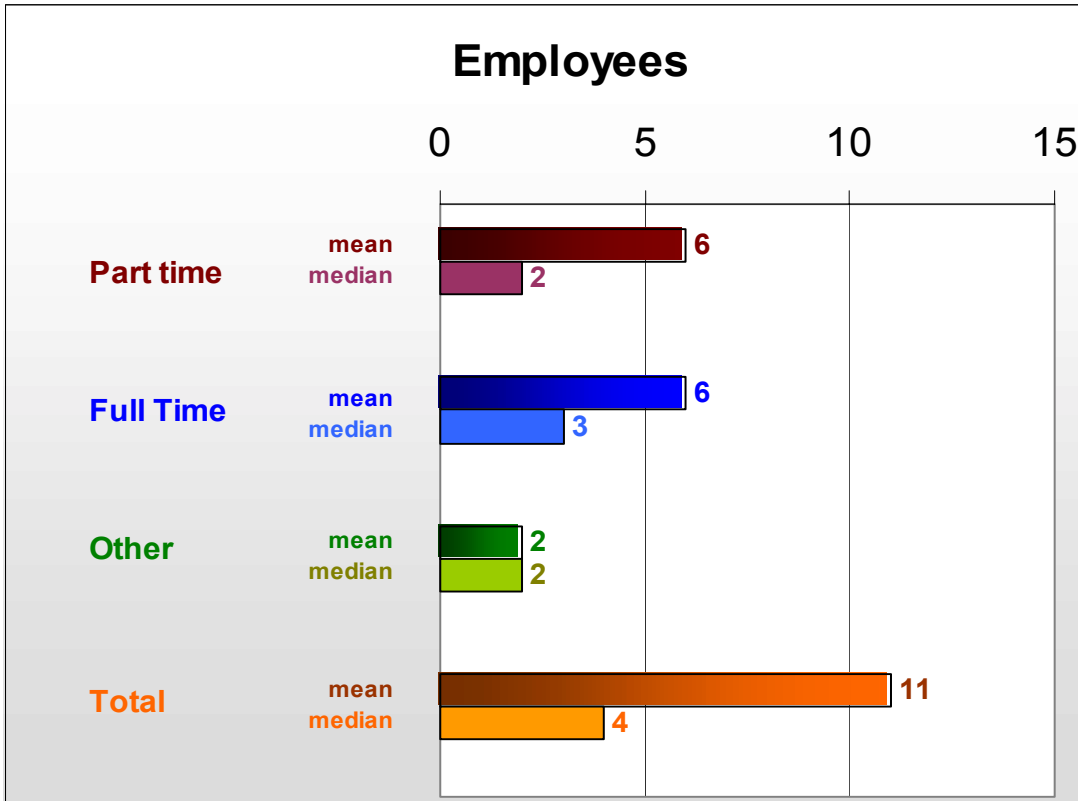
- Personal = 46%**
(laundries, beauty shop, auto repair child care, etc.)
- Professional = 31%**
(health, legal, education, engineering, etc.)
- Business = 24%**
(advertising, security, mail, computer services, equipment rental, etc.)

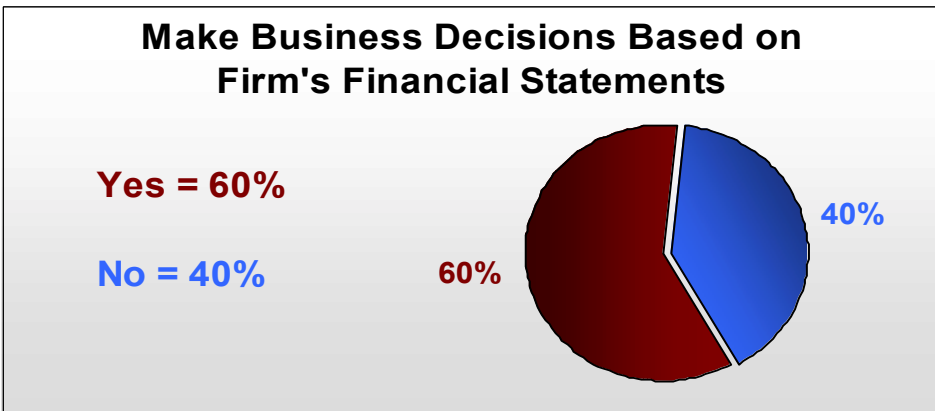
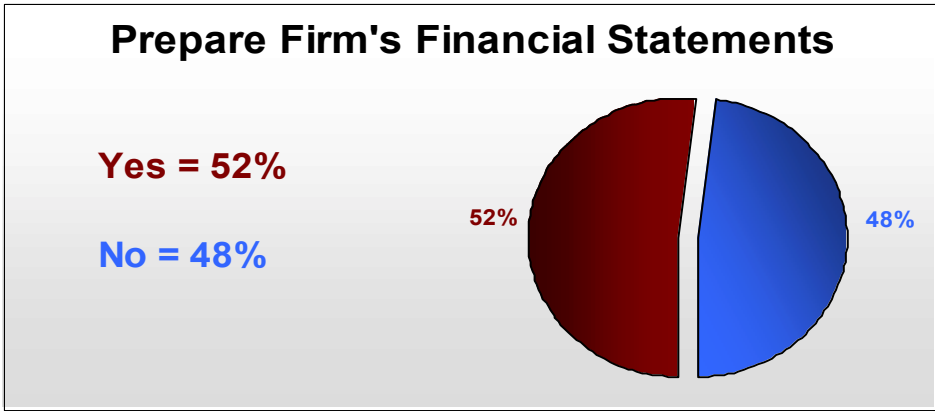
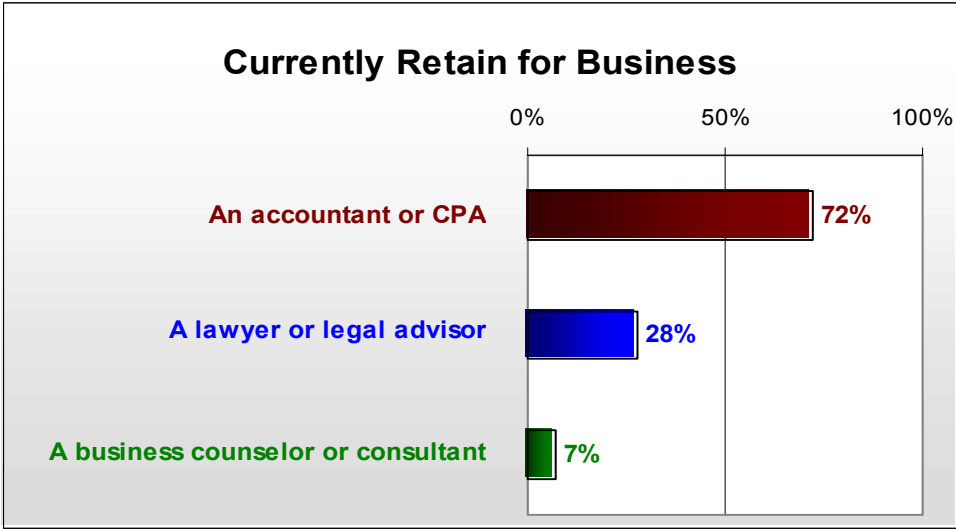












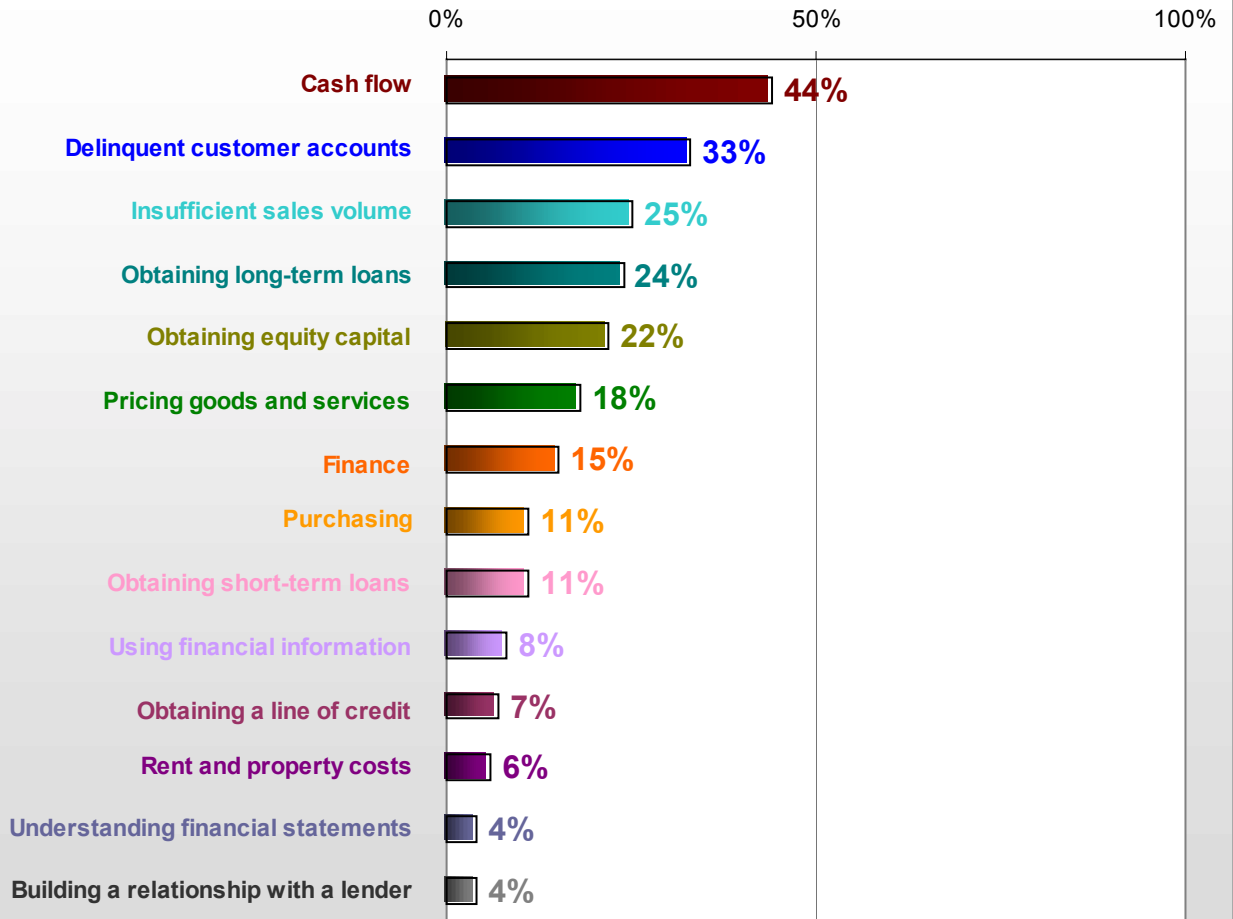
CONTENT AREAS:

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

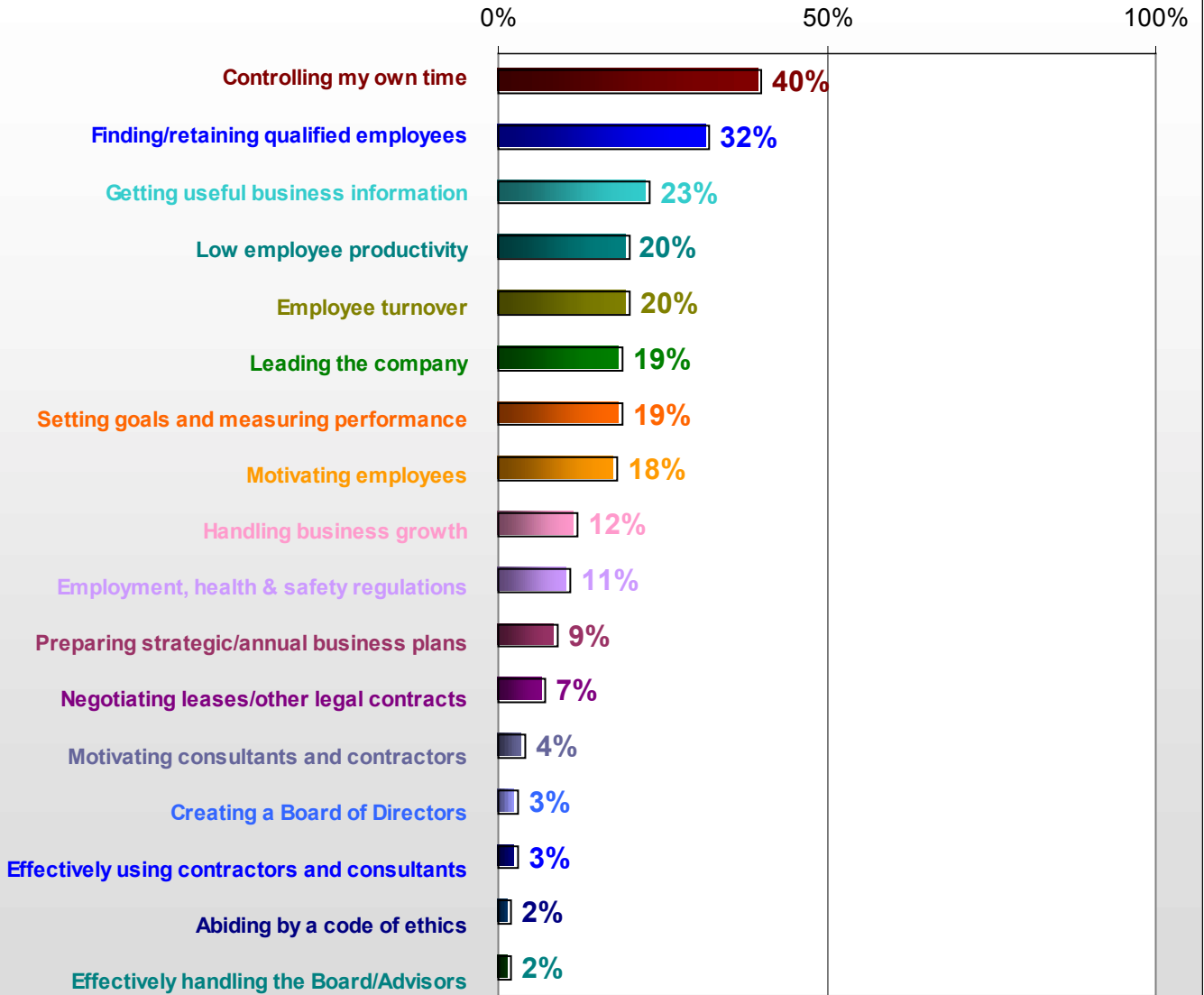
Note: Percentages may not add to 100 due to rounding and/or non-responses.



Financials: Problems **NOW**



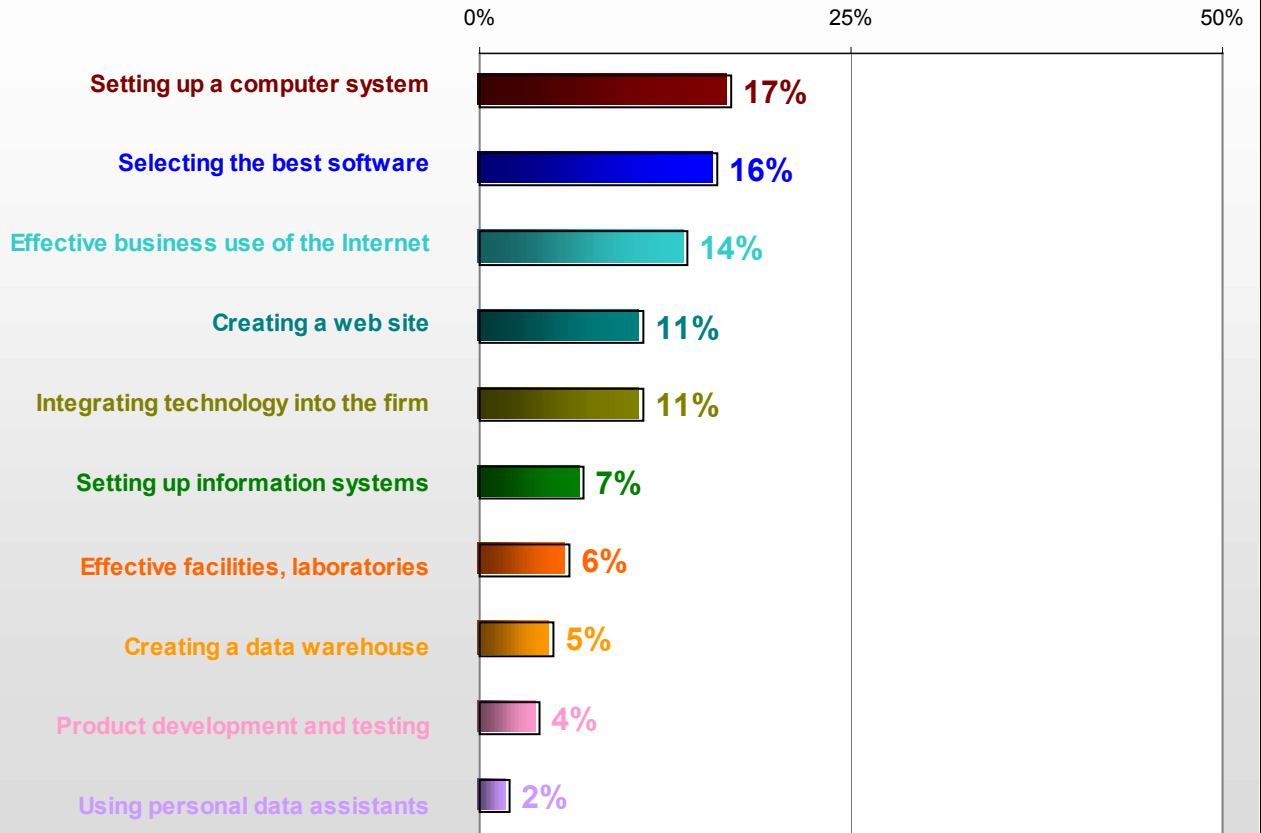
Management: Problems THEN



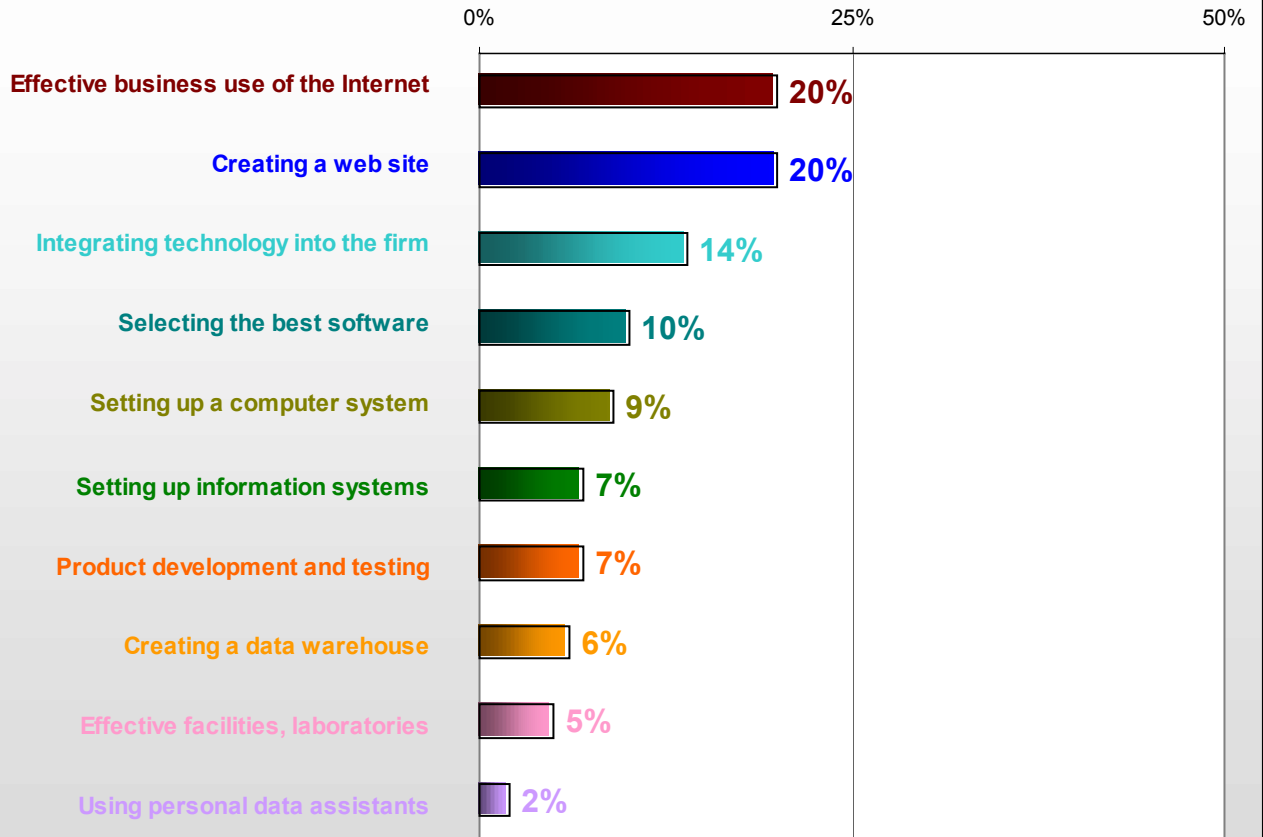
Management: Problems **NOW**



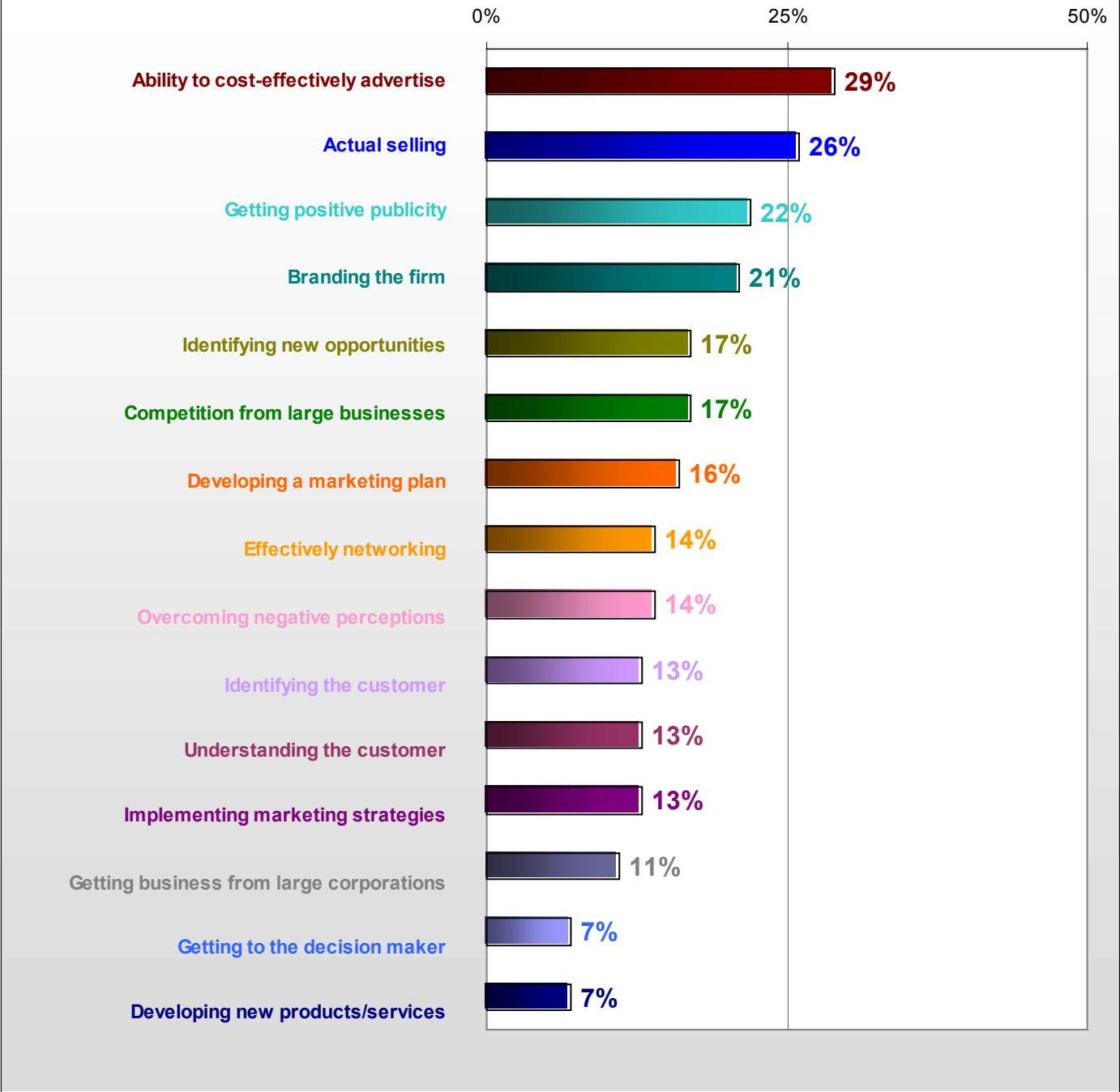
Technology: Problems **THEN**



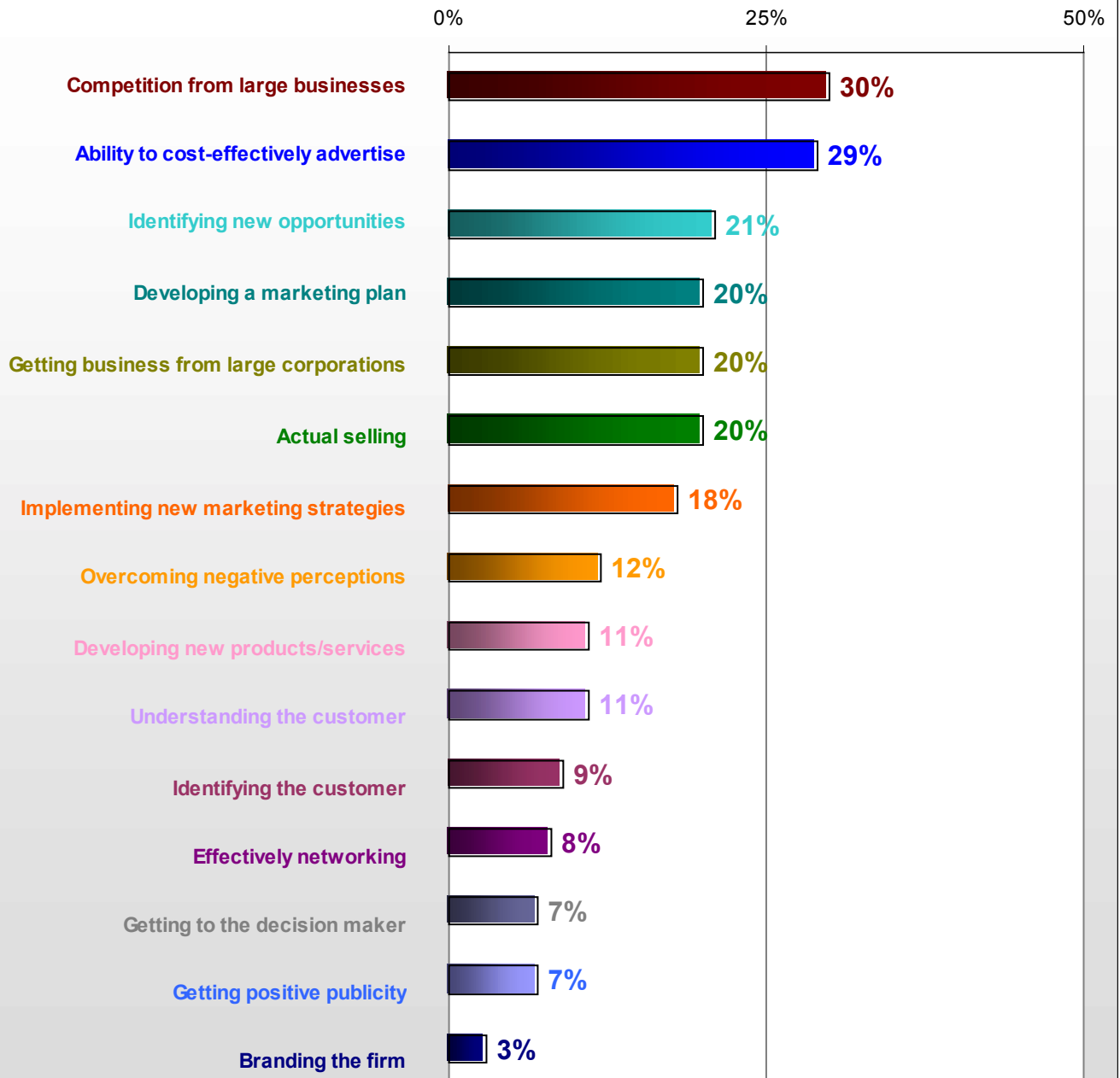
Technology: Problems **NOW**



Marketing: Problems **THEN**

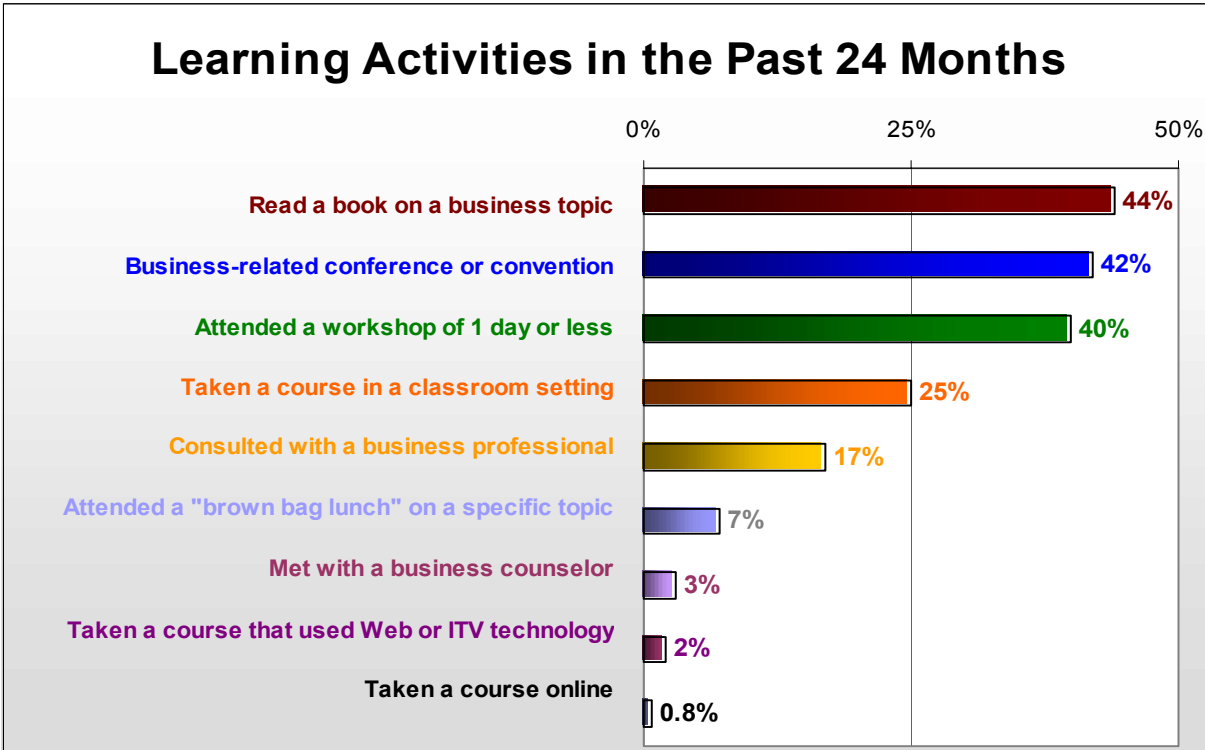
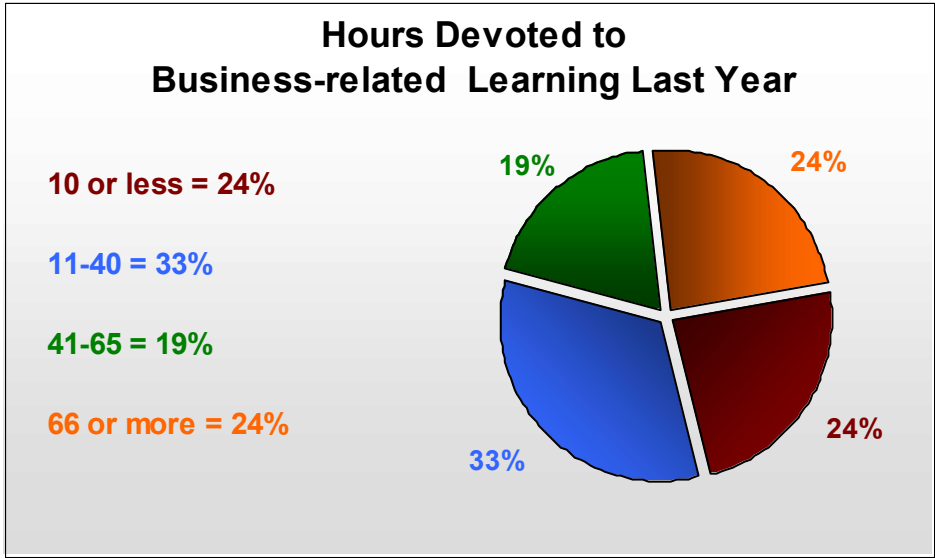


Marketing: Problems **NOW**



LEARNING STYLES:

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



New Business Practices

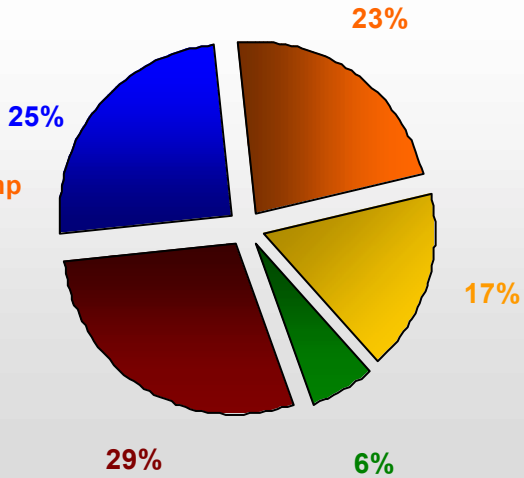
I use what is widely accepted and understood = 29%

If it's not broke, I don't fix it = 25%

When a new idea shows promise, I jump on it before most others = 23%

I attempt to be the first to try new things = 17%

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



Approaches to Solving Business Problems

Find out as much as you can and figure out a solution yourself = 85%

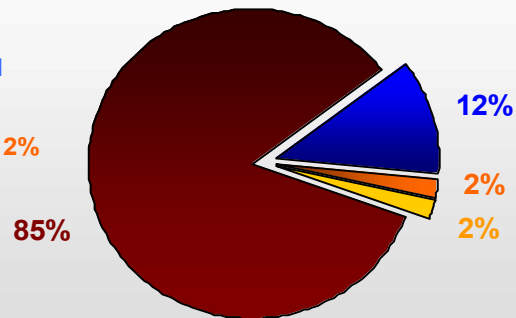
Talk with peers who may have faced similar problems = 12%

Hire a consultant to find a solution = 2%

Other = 2%

Take a course = 0%

Use the Internet = 0%



Sources Used for Business Information

Other = 83%

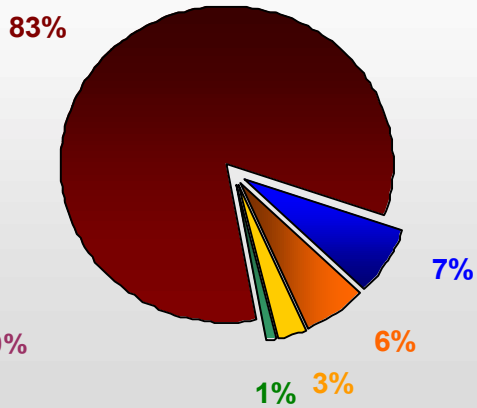
Small Business Administration (SBA) = 7%

University Outreach and Extension = 6%

Small Business Development Centers (SBDC) = 3%

Local College or University = 1%

Dept. of Economic Development = 0%



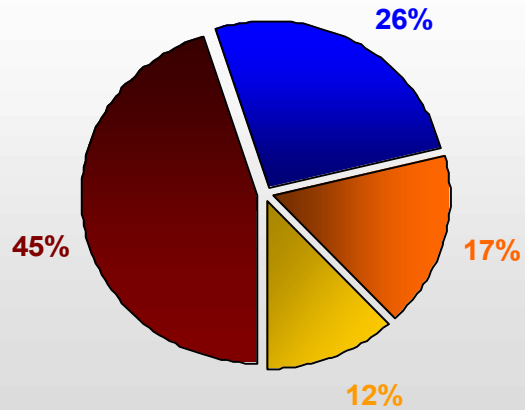
Learning New Skills & Knowledge

Watch it demonstrated = 45%

Listen to someone explain it = 26%

Read about it = 17%

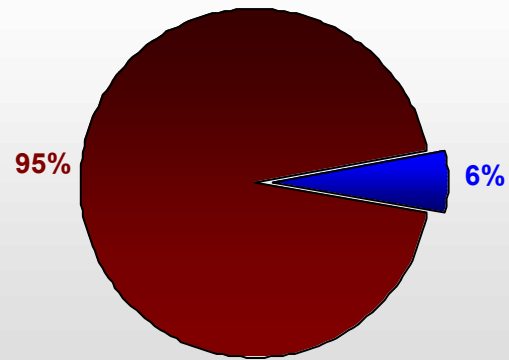
Try it without guidance from anyone = 12%



Preferred Method of Learning

First understand the underlying concept or theory, then apply it to your business = 95%

Bypass understanding the concept or theory but be able to apply it to your business = 6%



DELIVERY PREFERENCES:

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