

Descriptive Analysis of Southwest Region

Learning Experiences & Preferences

Survey Data
(N=159; 13.3% of Total)

March 2003

by

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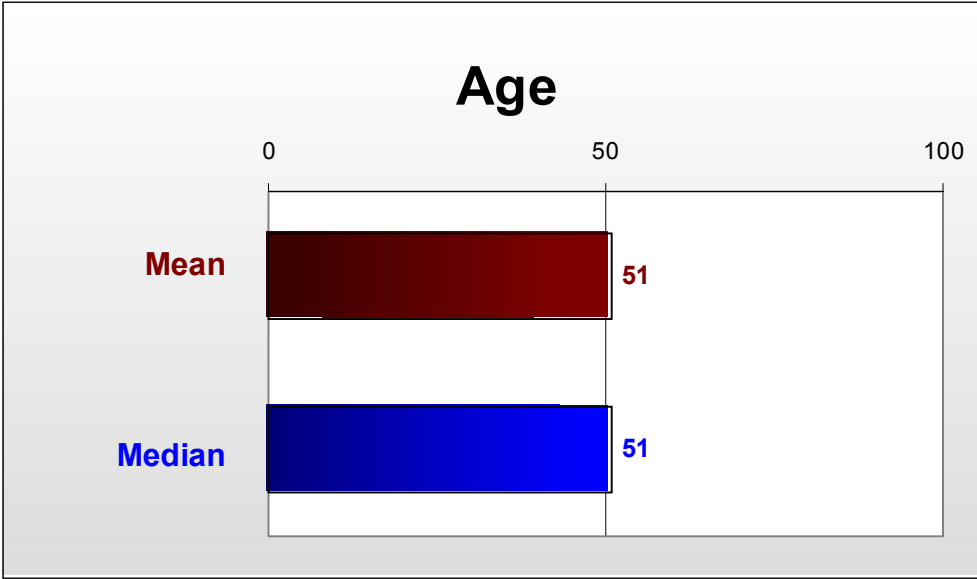
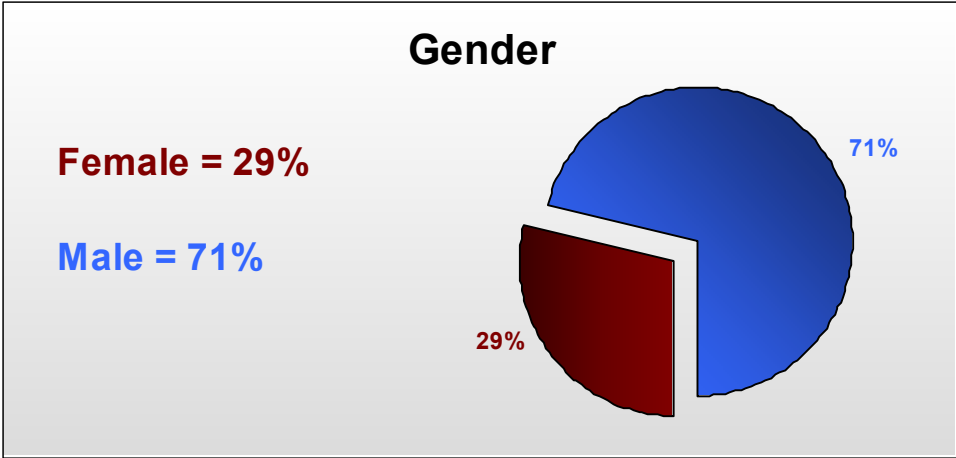
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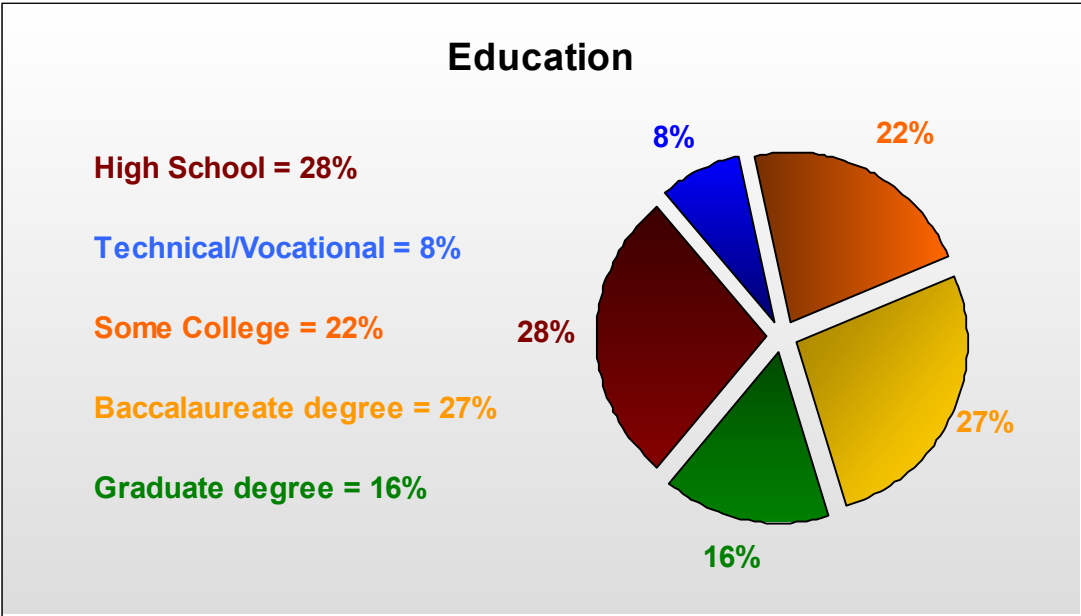
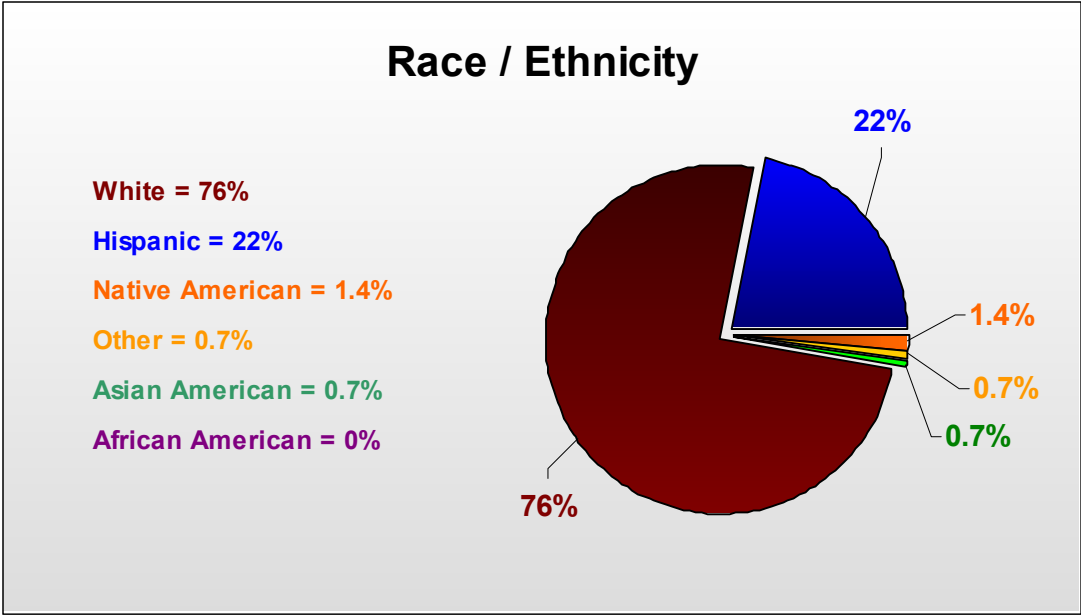


BRIDG is supported by the University of Missouri Outreach and
Extension Outreach Development Fund

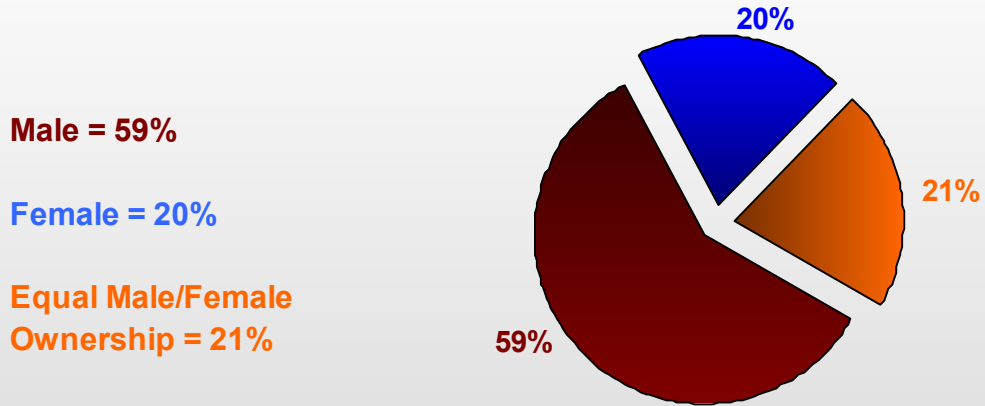
DEMOGRAPHICS & FIRMOGRAPHICS

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

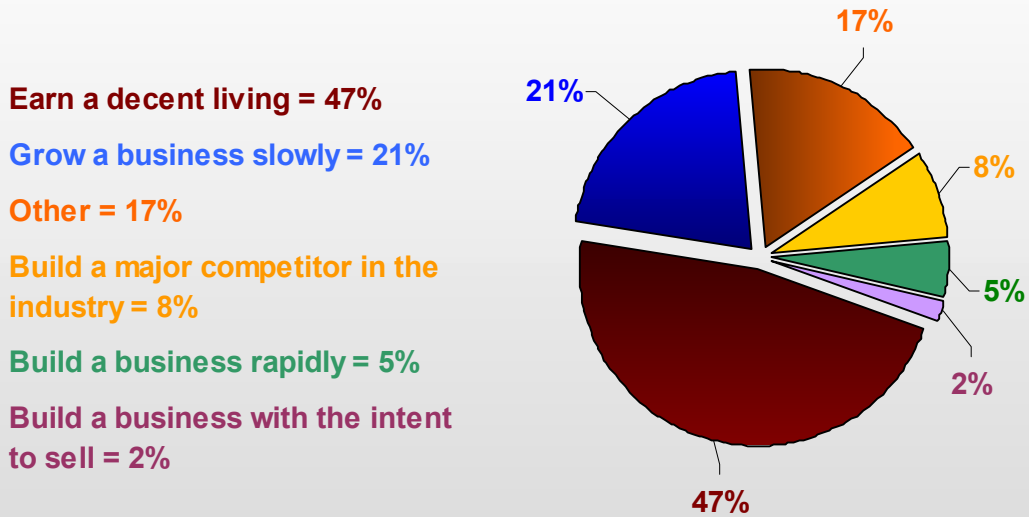


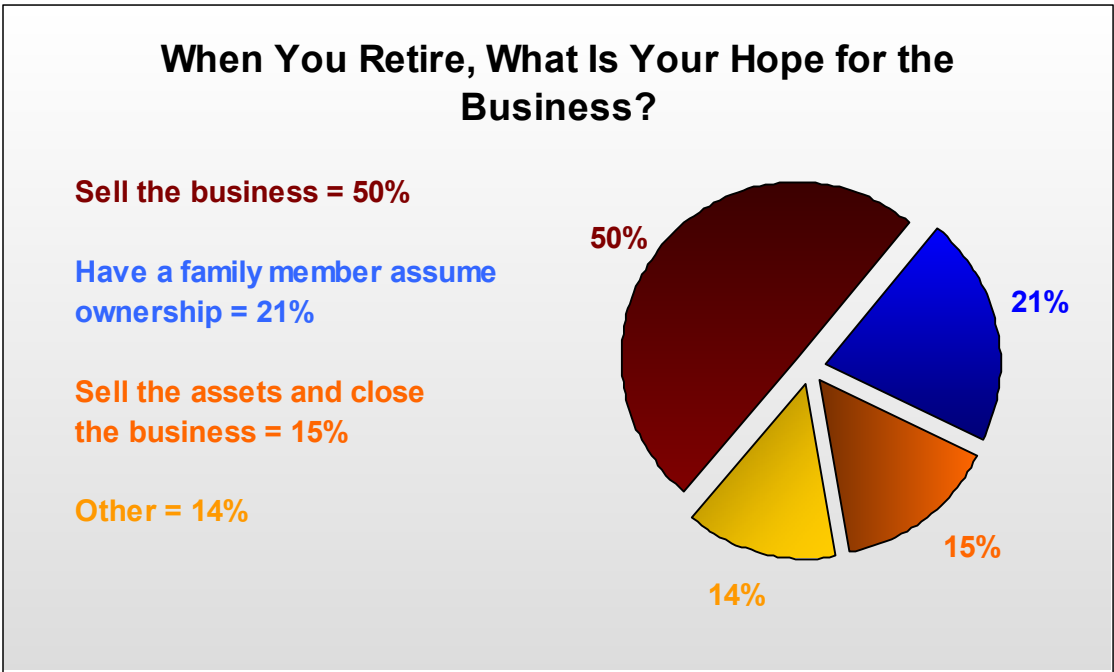
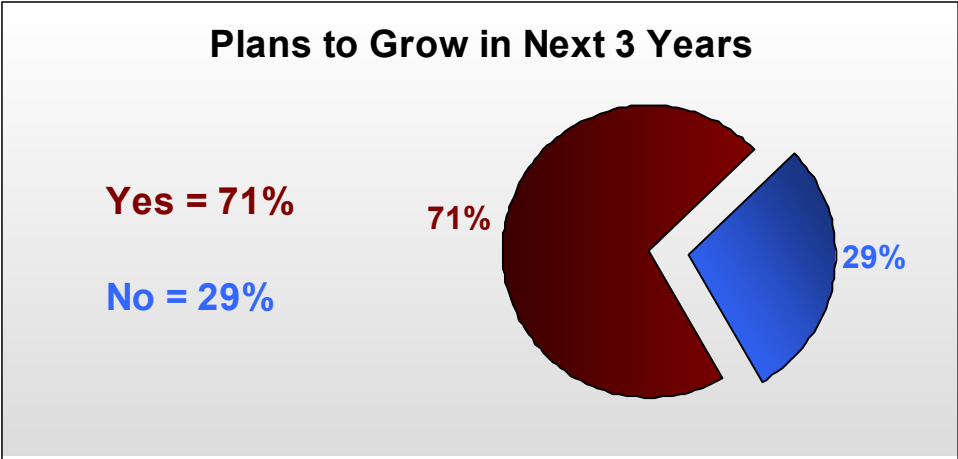


Principal Owner of the Business



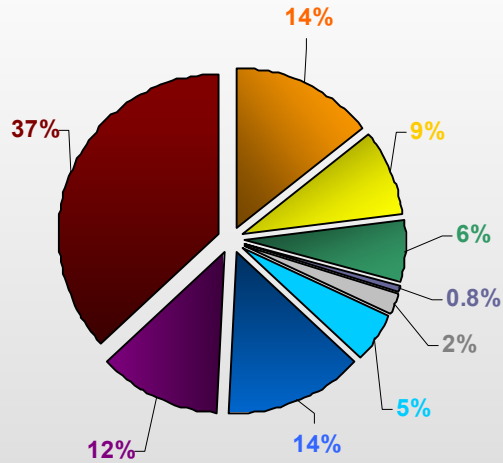
Primary Goal or Dream at Startup





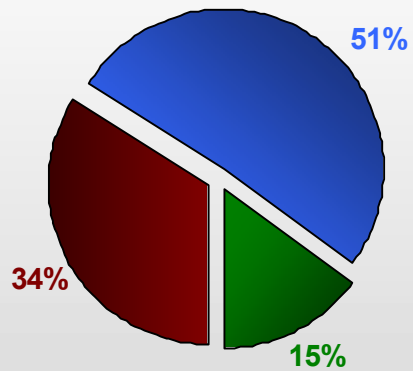
Category of Business

- Services = 37%
- Retail = 14%
- Construction = 14%
- Agriculture, Forestry, Fishing = 12%
- Manufacturing = 9%
- Wholesale = 6%
- Financial Services = 5%
- Transportation = 2%
- Communication = 0.8%



Service Sub-categories

- Personal = 51%
(laundries, beauty shop, auto repair child care, etc.)
- Professional = 34%
(health, legal, education, engineering, etc.)
- Business = 15%
(advertising, security, mail, computer services, equipment rental, etc.)



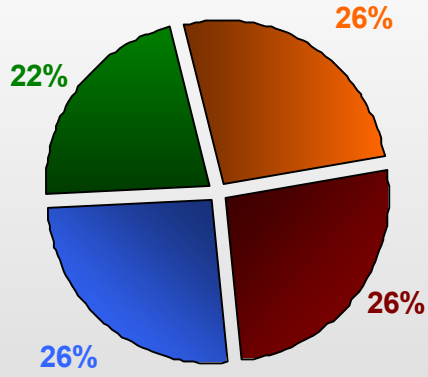
Year Business Started

Before 1978 = 26%

1979-1988 = 26%

1989-1995 = 22%

1996 & later = 26%



How Business Was Started

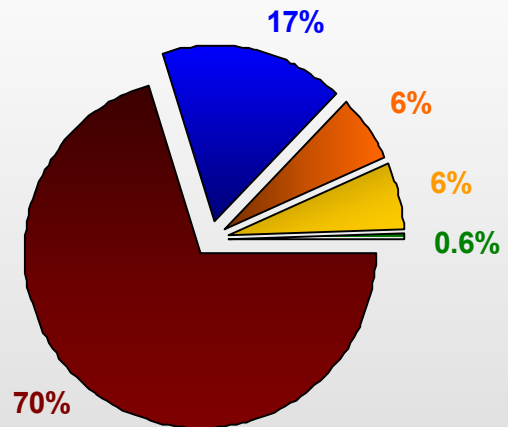
Founded a new business = 70%

Purchased an existing business = 17%

Joined an existing family business = 6%

Purchased a new franchise = 6%

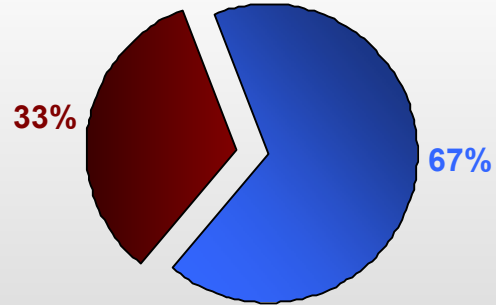
Inherited a family business = 0.6%



Business Operated from Home

Yes = 33%

No = 67%



Gross Revenues in Last Year

< 100,000 = 36%

100,000 - 249,999 = 22%

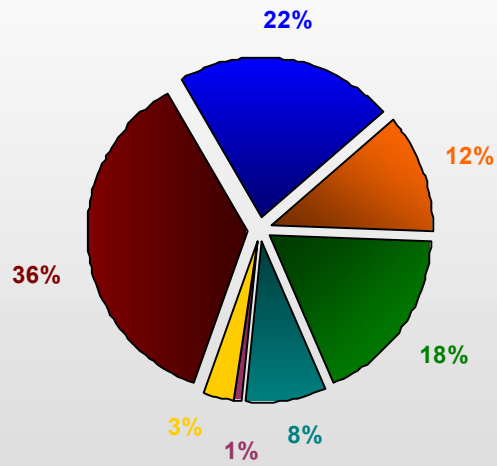
250,000 - 499,999 = 18%

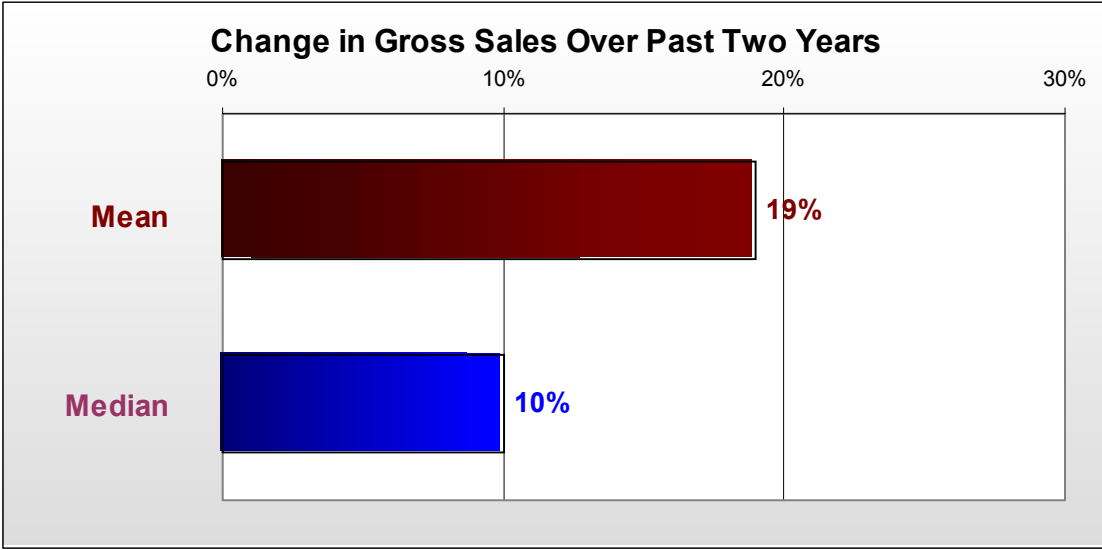
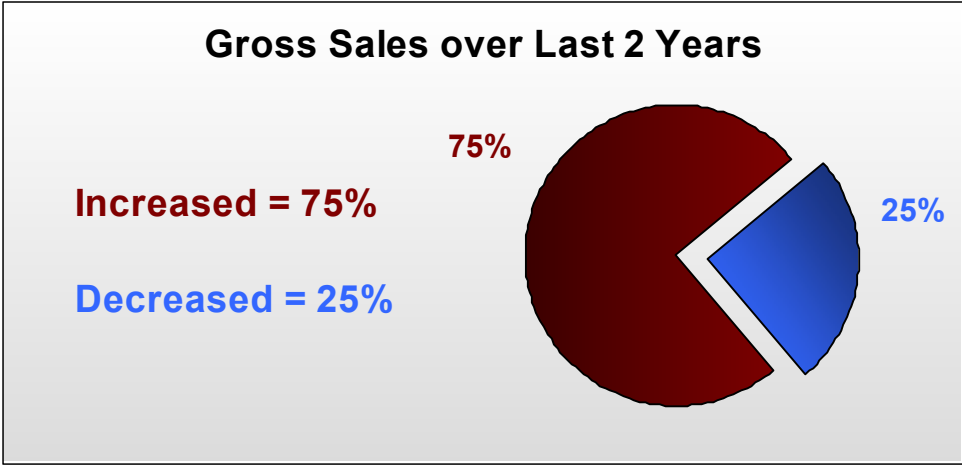
500,000 - 999,999 = 8%

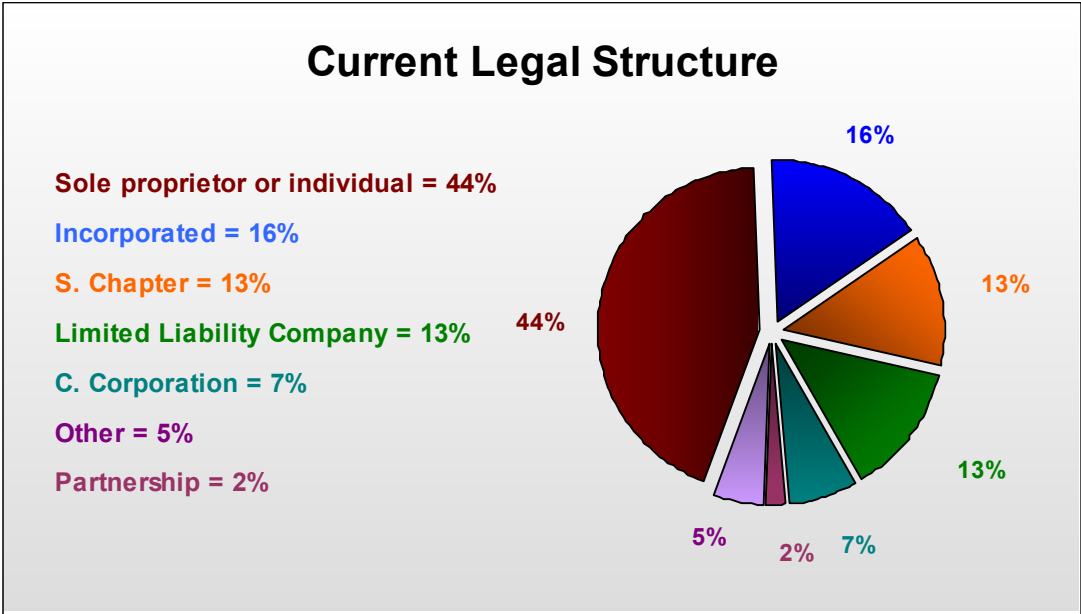
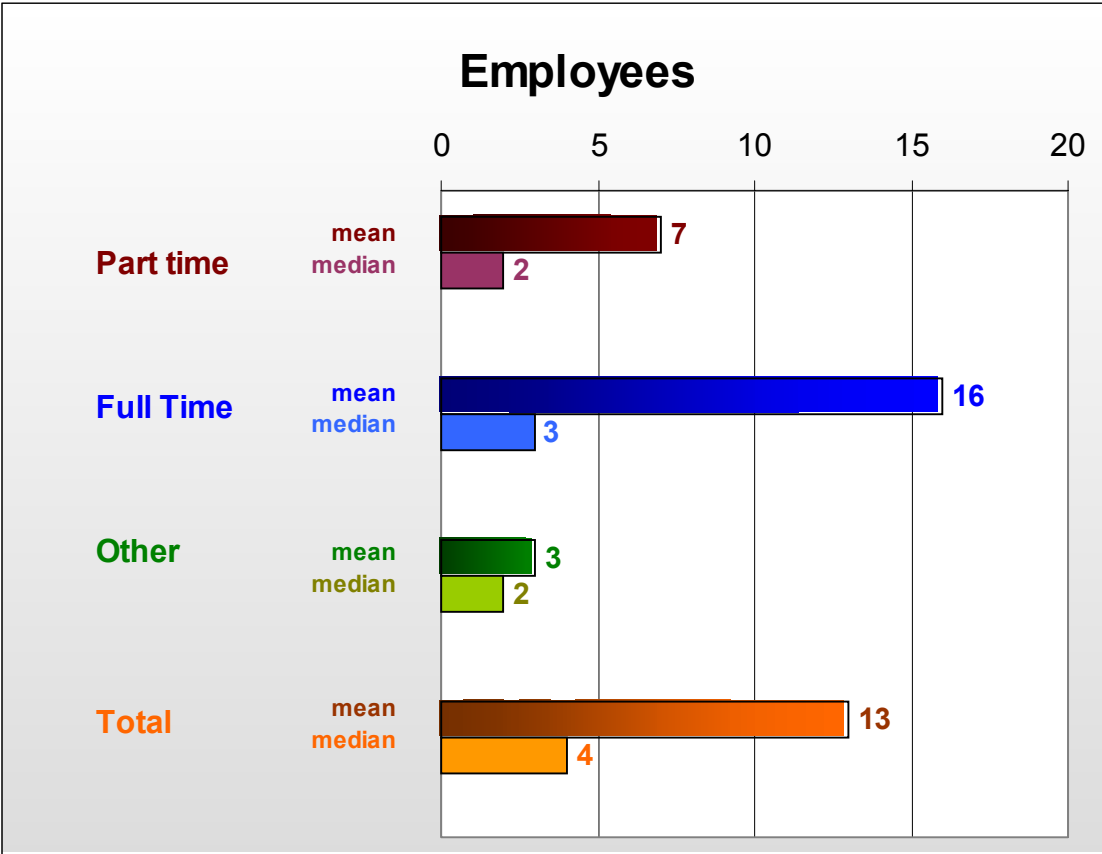
1 million - 4.9 million = 12%

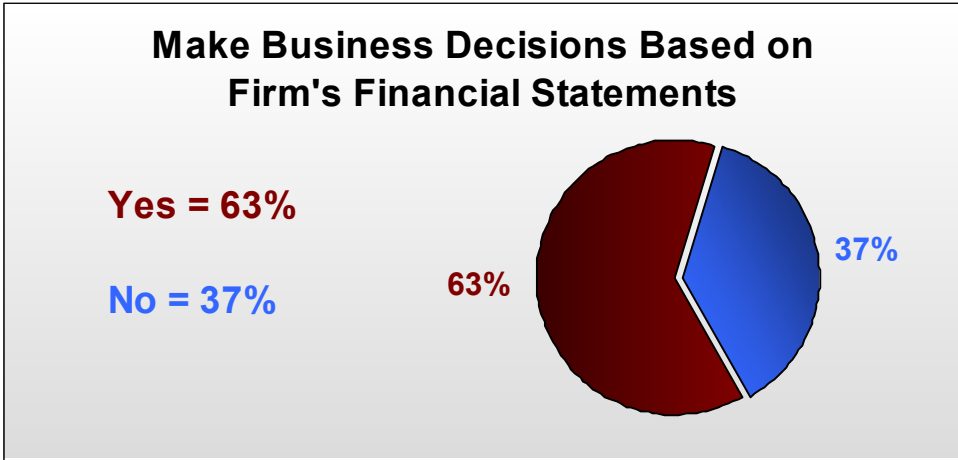
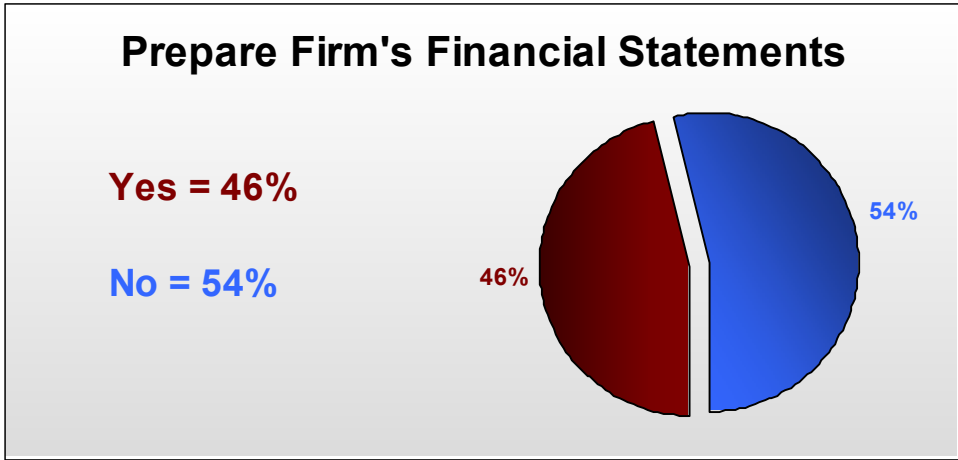
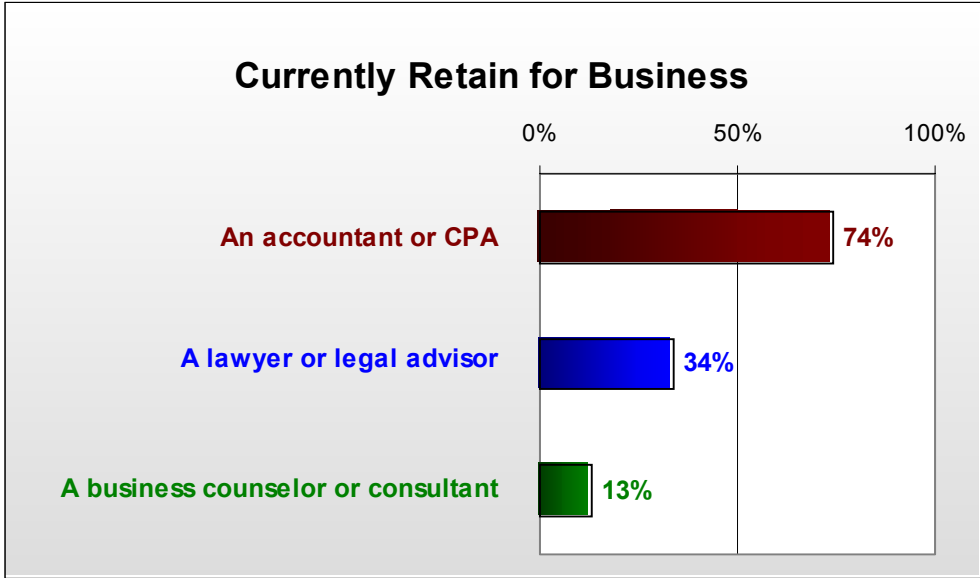
5 million - 9.9 million = 3%

10 million + = 1%









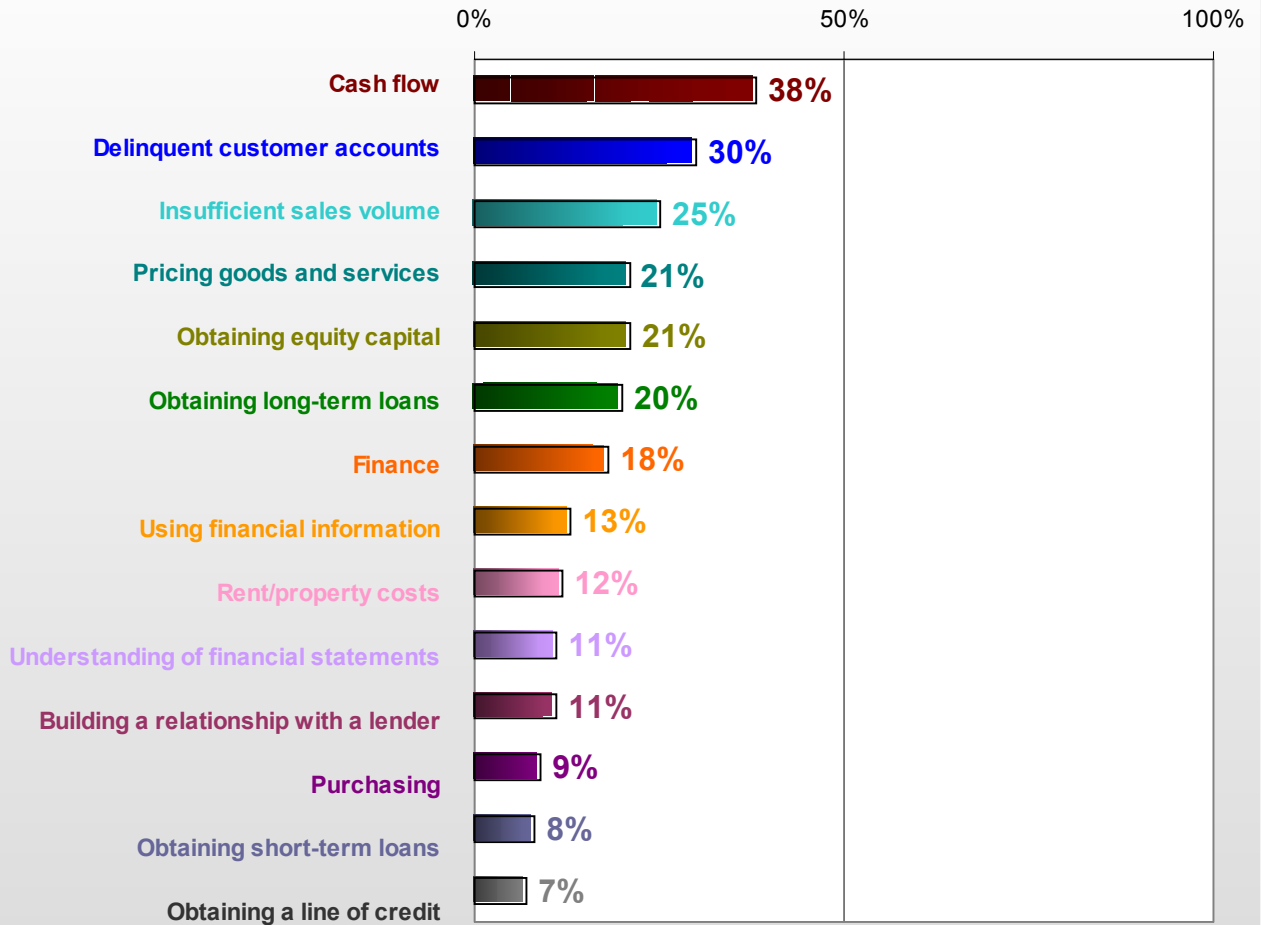
CONTENT AREAS:

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

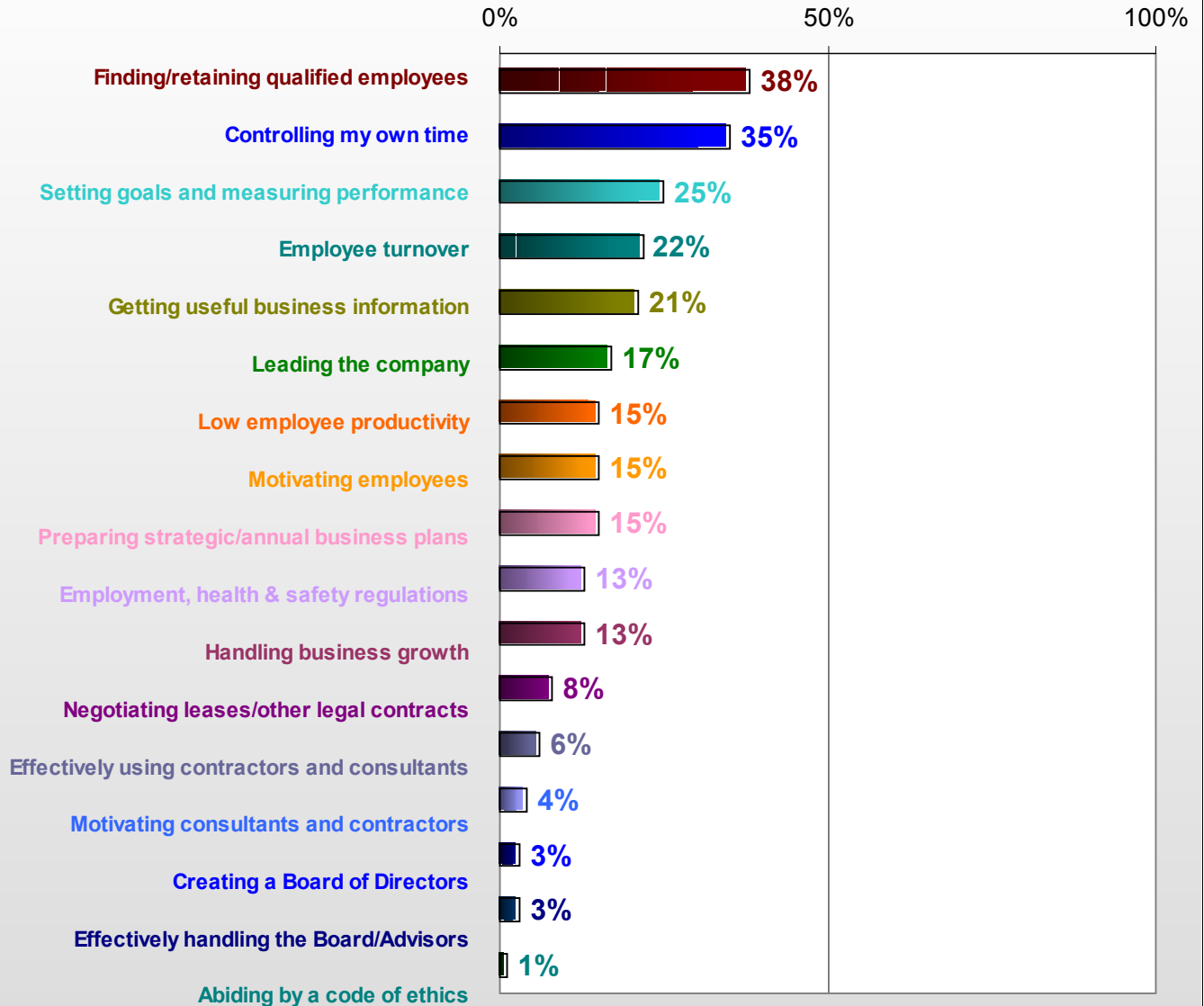
Note: Percentages may not add to 100 due to rounding and/or non-responses.



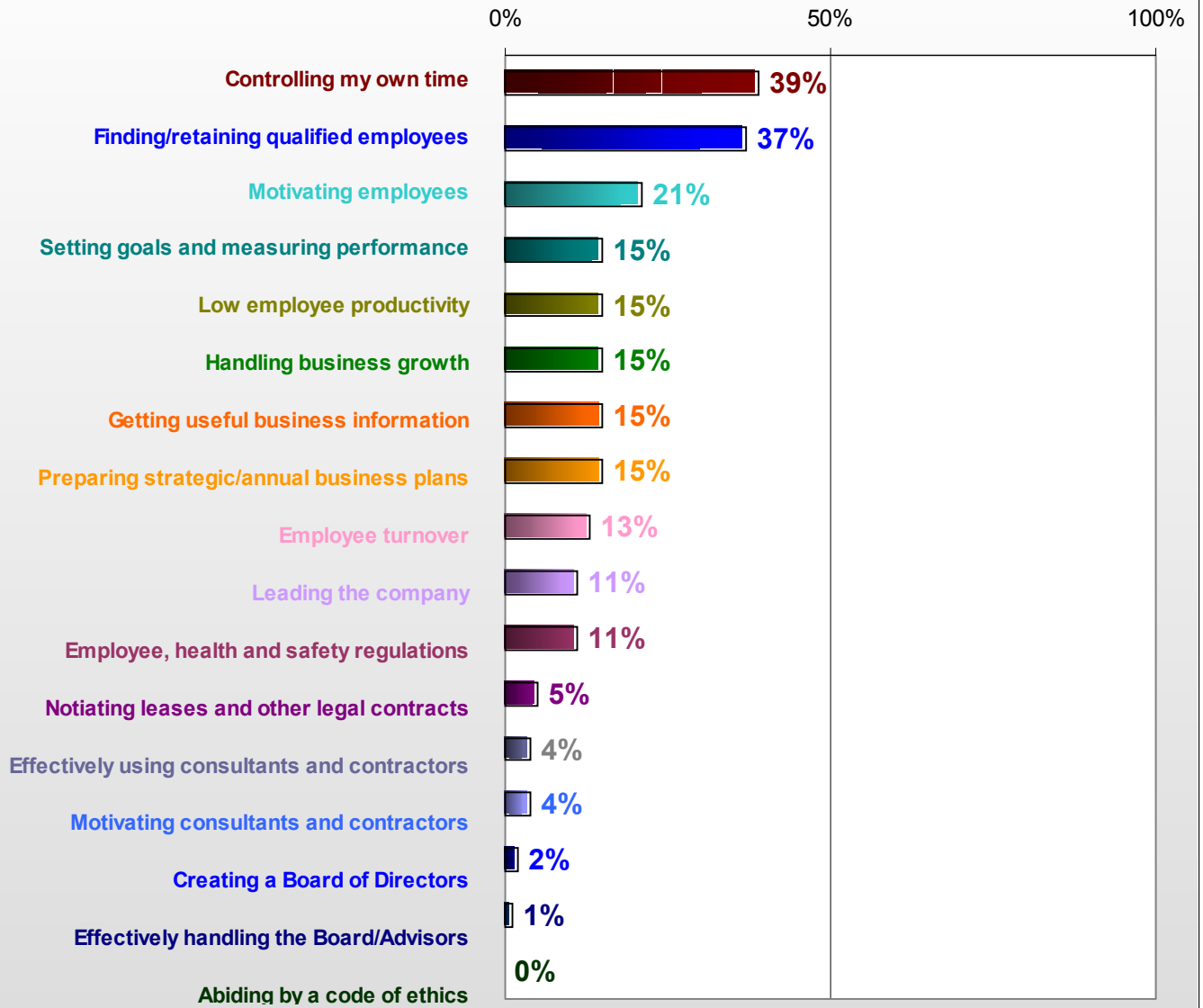
Financials: Problems **NOW**



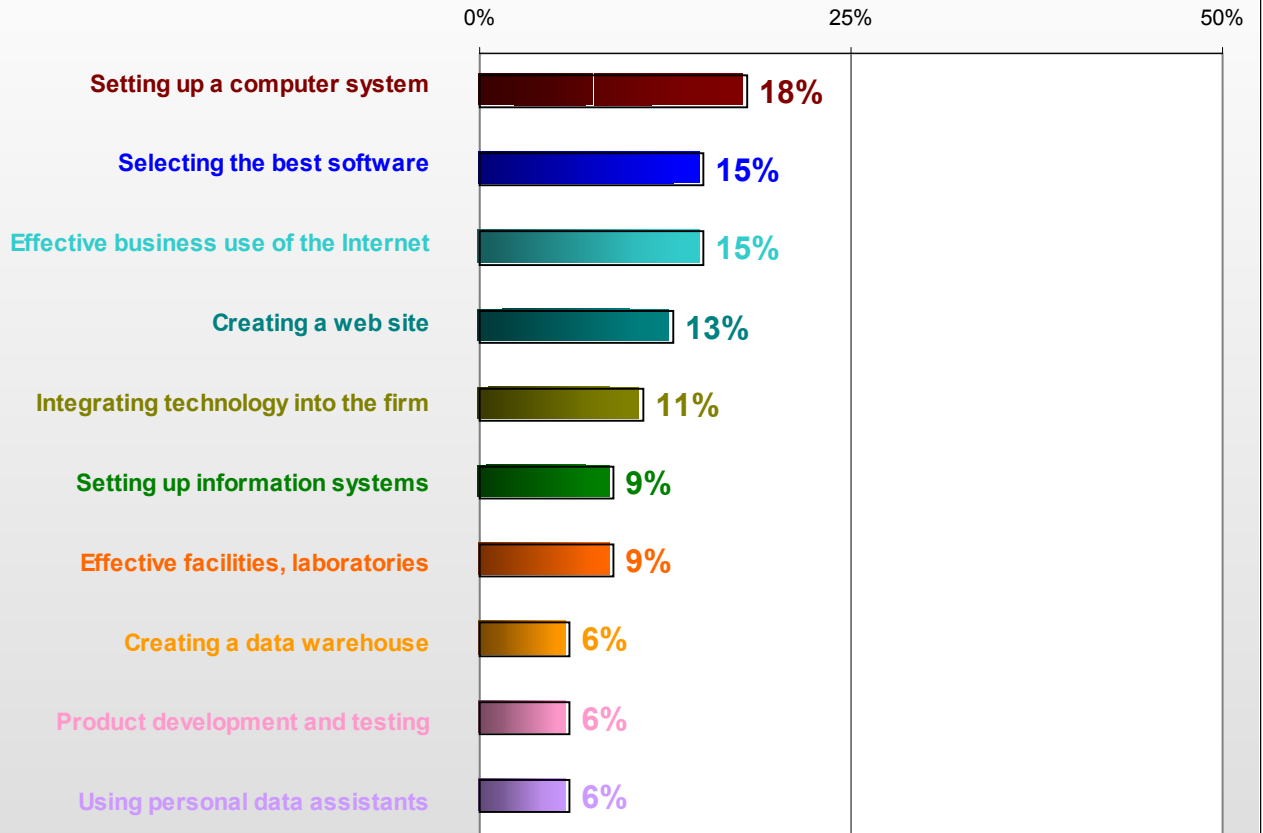
Management: Problems THEN



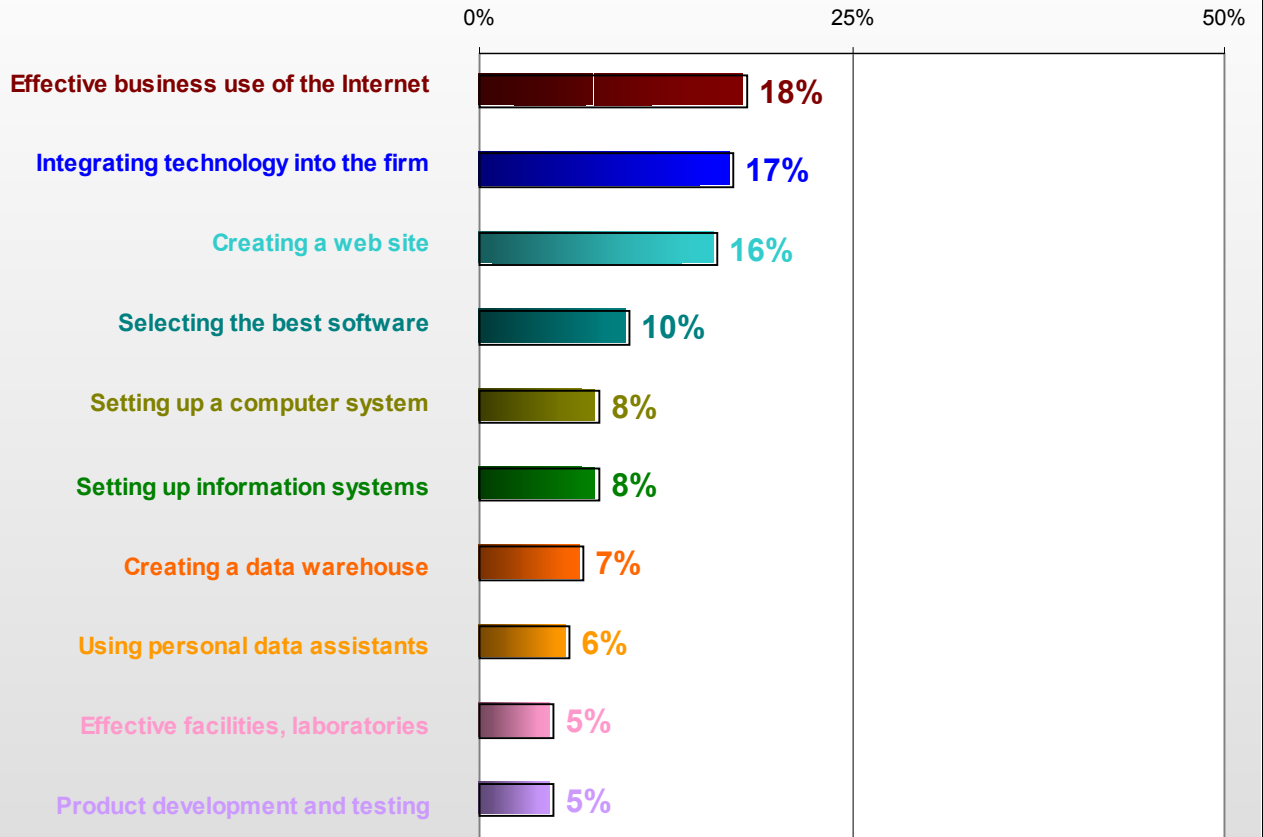
Management: Problems **NOW**



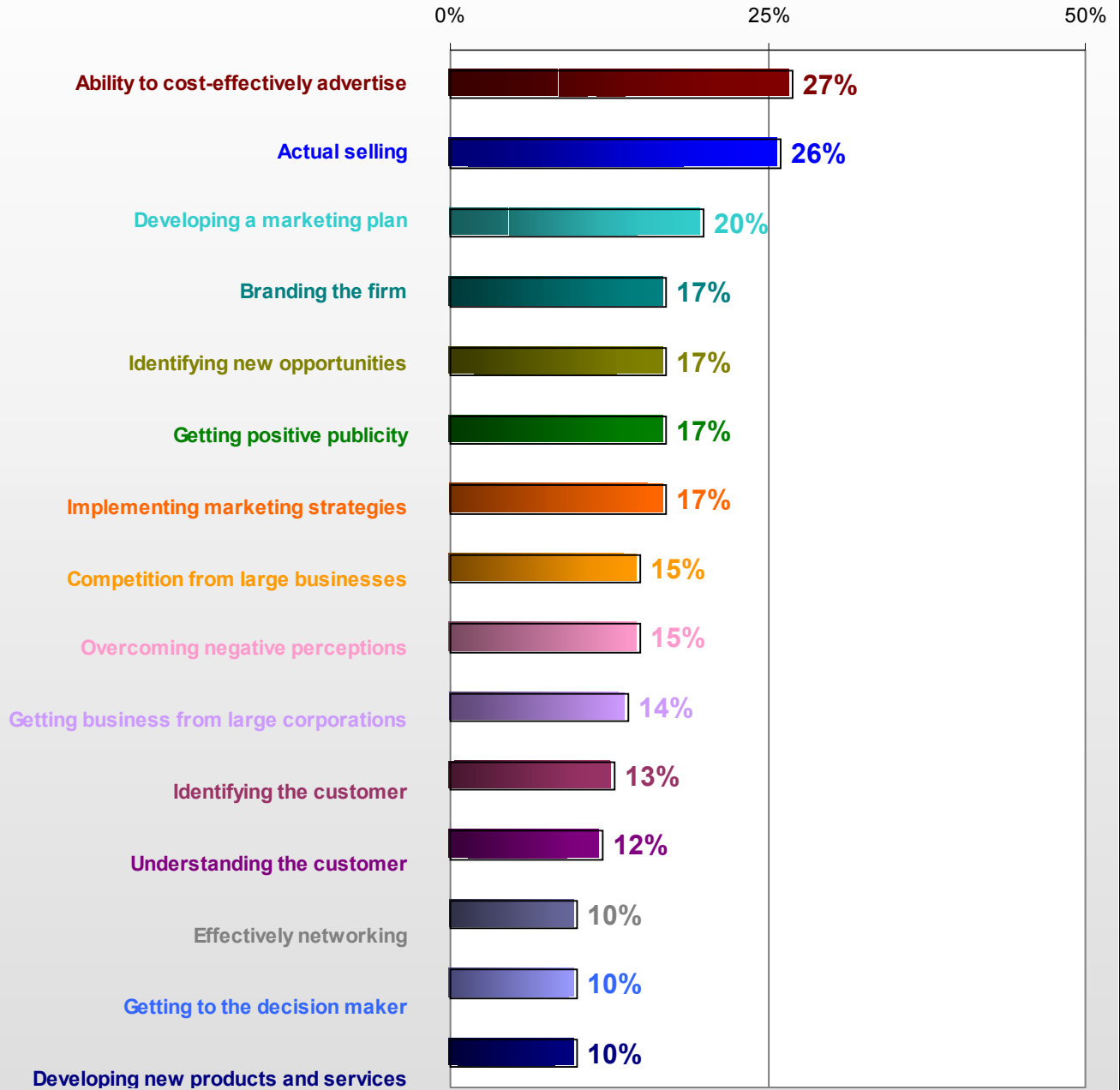
Technology: Problems **THEN**



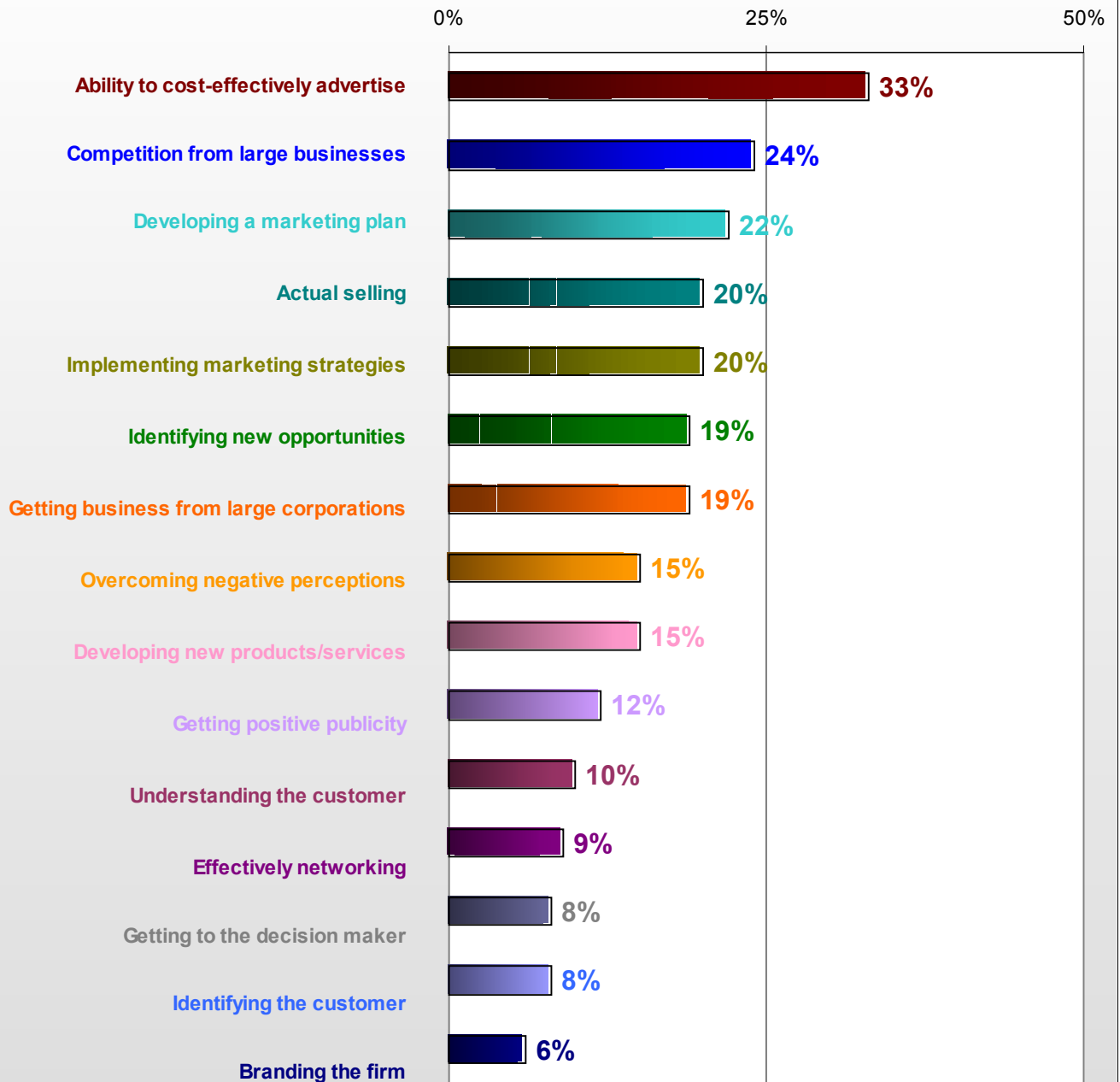
Technology: Problems **NOW**



Marketing: Problems THEN

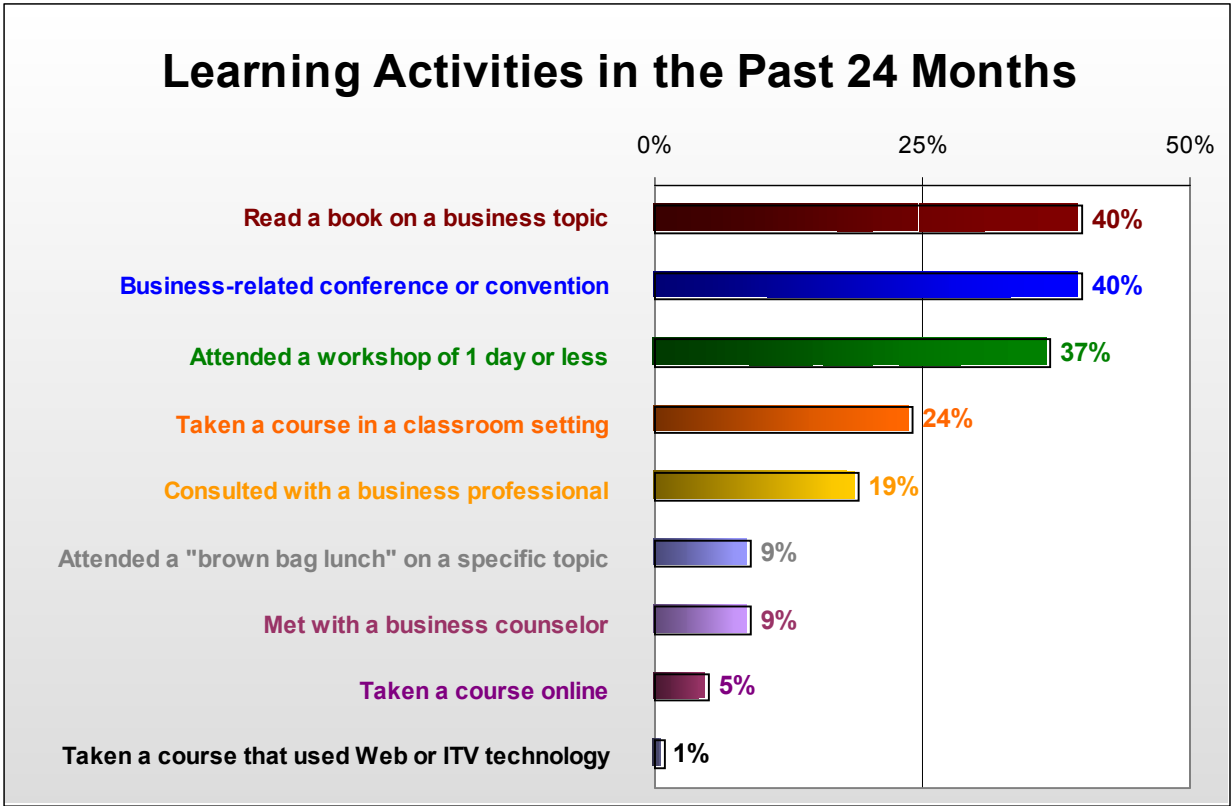
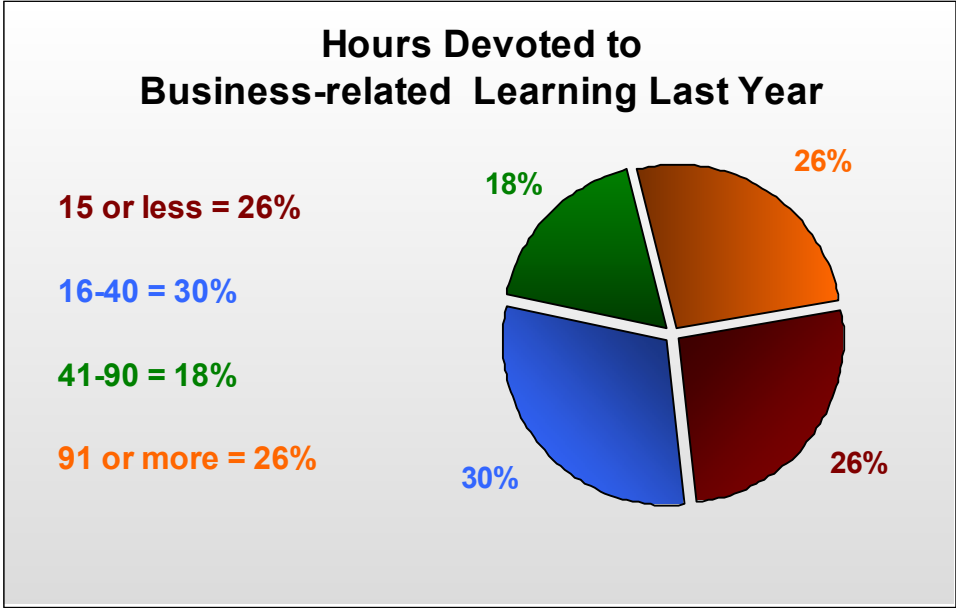


Marketing: Problems **NOW**



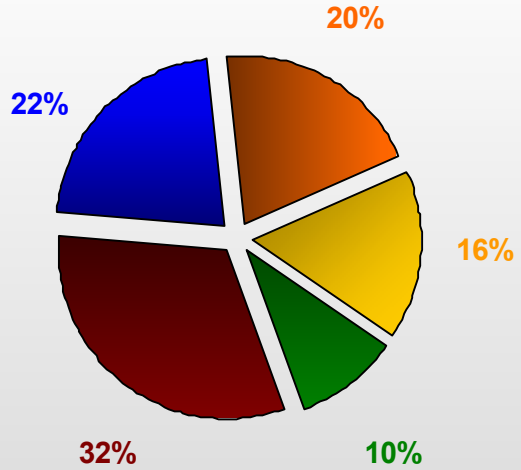
LEARNING STYLES:

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



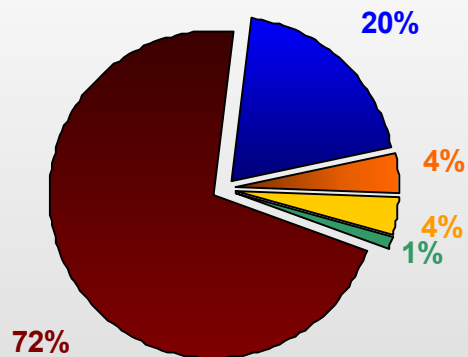
New Business Practices

- I use what is widely accepted and understood = 32%
- When a new idea shows promise, I jump on it before most others = 22%
- I attempt to be the first to try new things = 20%
- If it's not broke, I don't fix it = 16%
- When the "big names" use it, I am ready to try = 10%



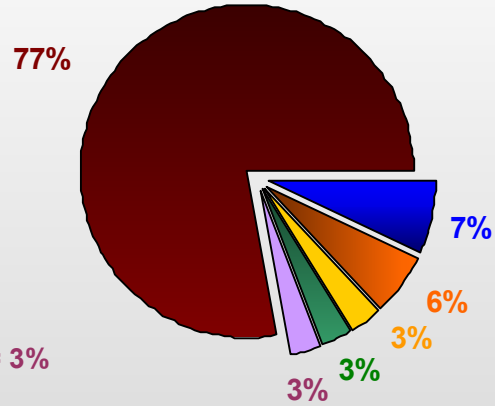
Approaches to Solving Business Problems

- Find out as much as you can and figure out a solution yourself = 72%
- Talk with peers who may have faced similar problems = 20%
- Hire a consultant to find a solution = 4%
- Other = 4%
- Take a course = 1%
- Use the Internet = 0%



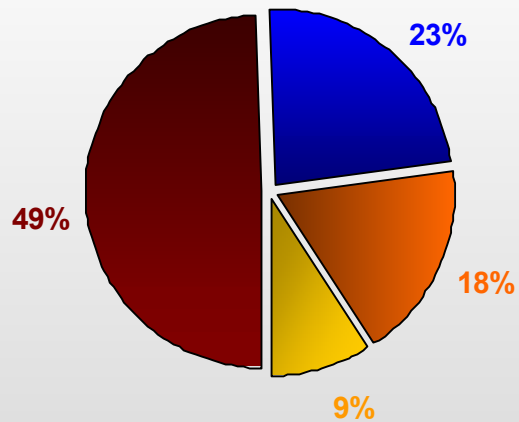
Sources Used for Business Information

- Other = 77%
- University Outreach and Extension = 7%
- Local College or University = 6%
- Small Business Development Centers (SBDC) = 3%
- Small Business Administration (SBA) = 3%
- Dept. of Economic Development = 3%



Learning New Skills & Knowledge

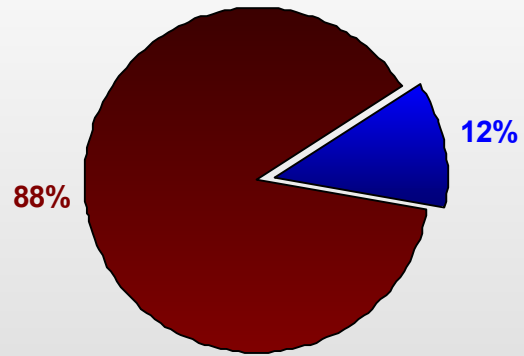
- Watch it demonstrated = 49%
- Listen to someone explain it = 23%
- Read about it = 18%
- Try it without guidance from anyone = 9%



Preferred Method of Learning

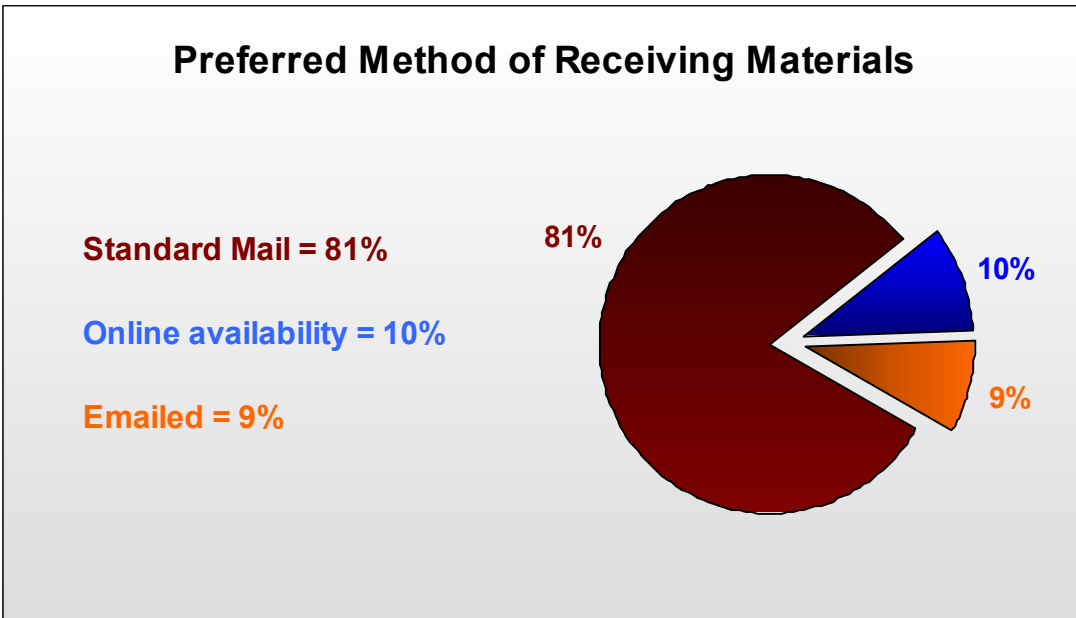
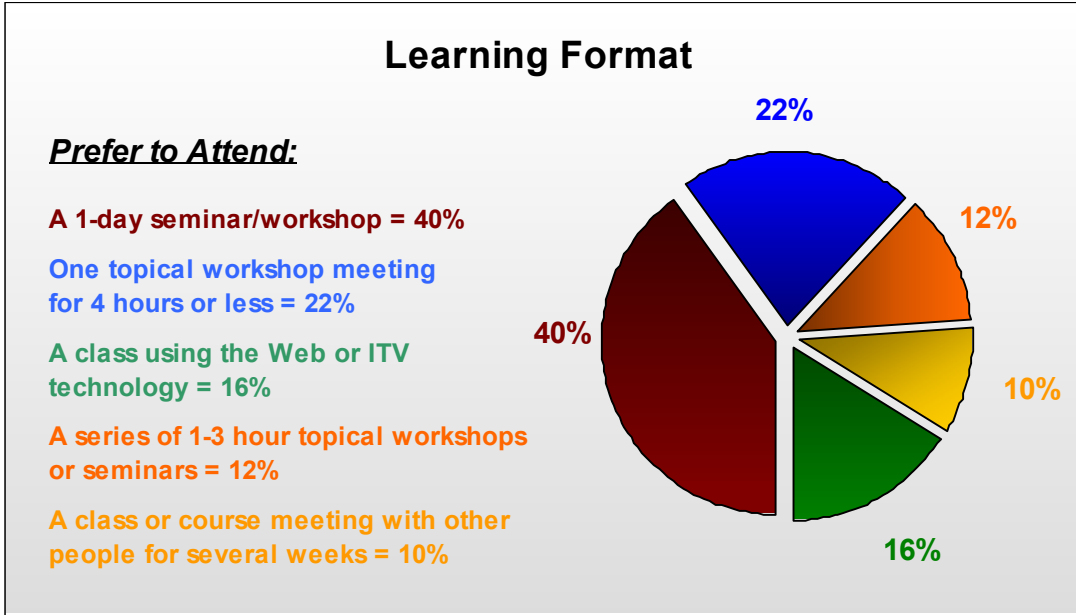
First understand the underlying concept or theory, then apply it to your business = 88%

Bypass understanding the concept or theory but be able to apply it to your business = 12%

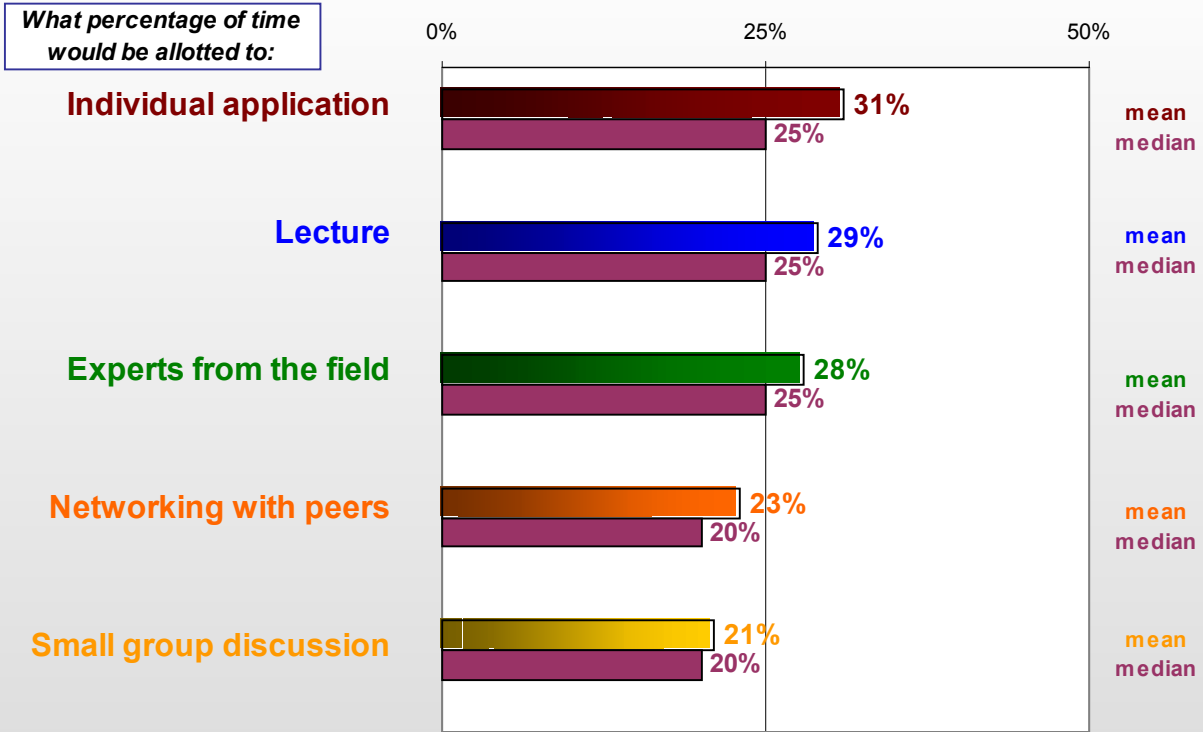


DELIVERY PREFERENCES:

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Ideal Learning Environment: Time Allocation

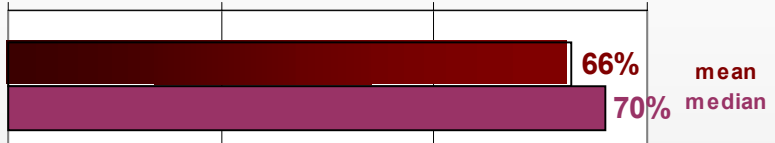


Ideal Learning Environment: Activities

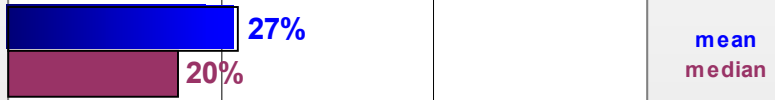
What percentage of time would be:

0% 25% 50% 75%

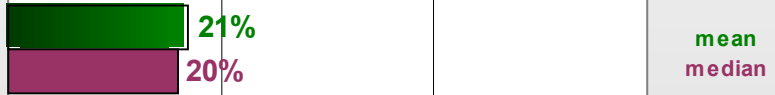
Face-to face with others like you



In a workbook



On a computer (CD, disk)



Online (Web, ITV)

