

## **Descriptive Analysis of All Regions**

# **Learning Experiences & Preferences**

## **Survey Data**

**(N=1,352; 14% response rate)**

**March 2003**

by

**Gwen Richtermeyer, Ph.D.**

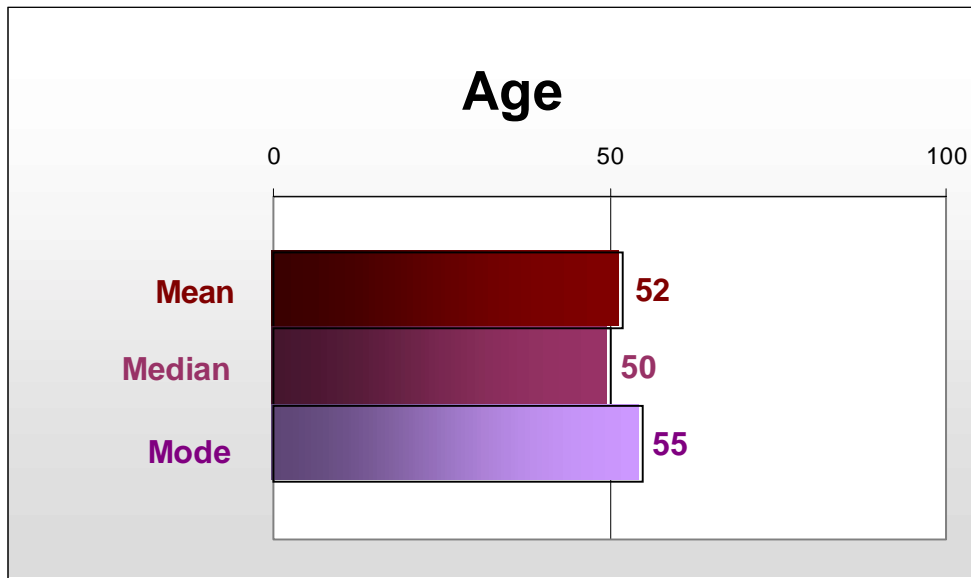
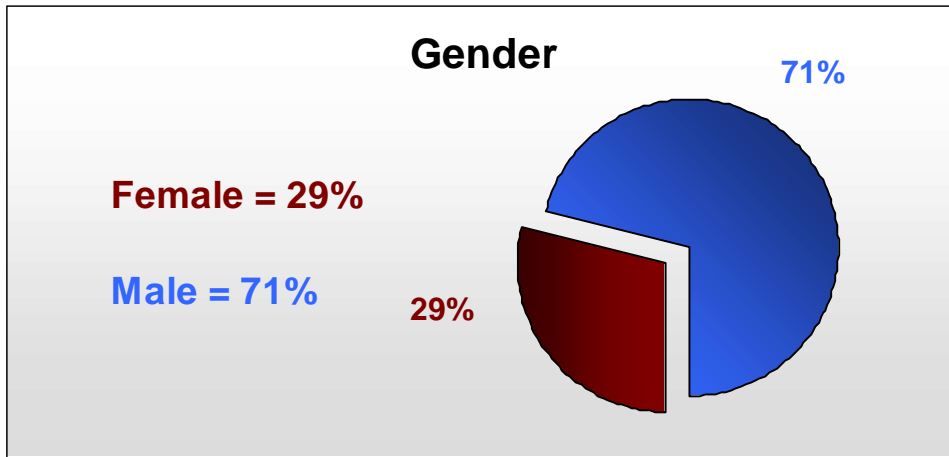
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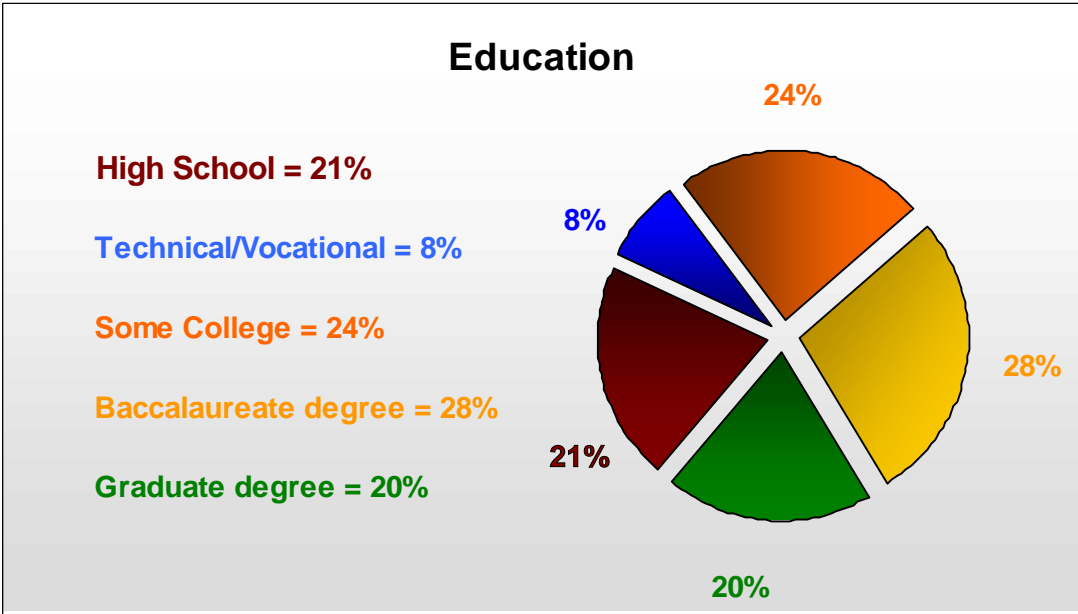
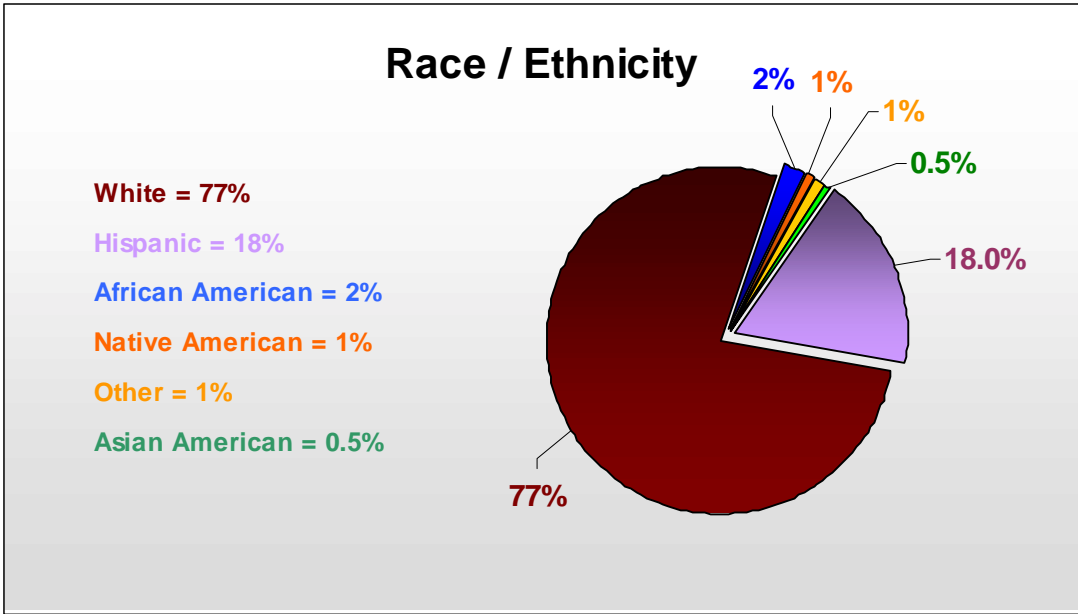


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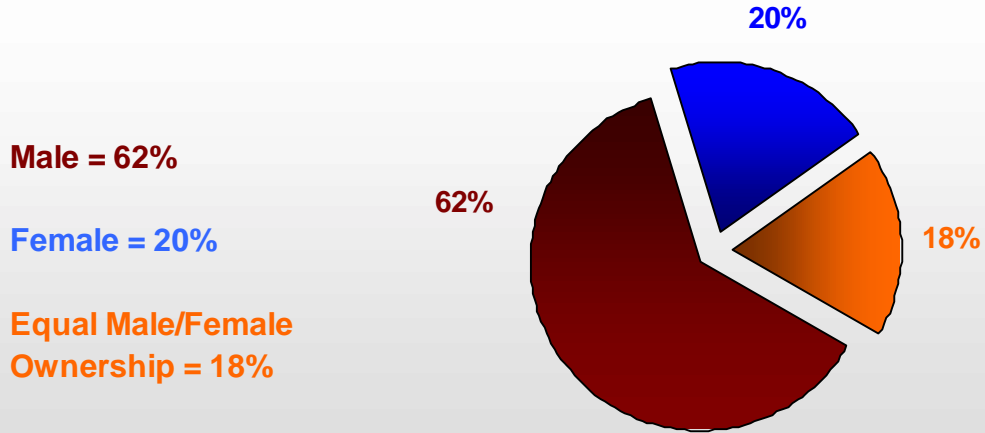
# DEMOGRAPHICS & FIRMOGRAPHICS

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

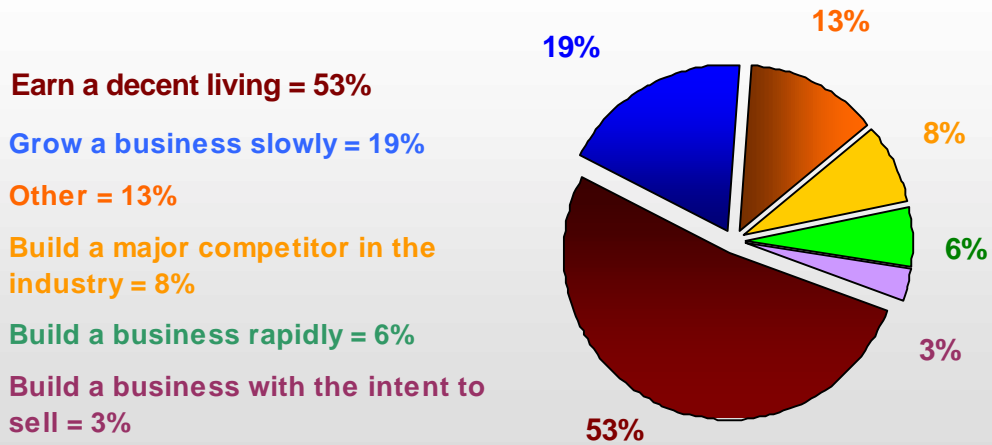




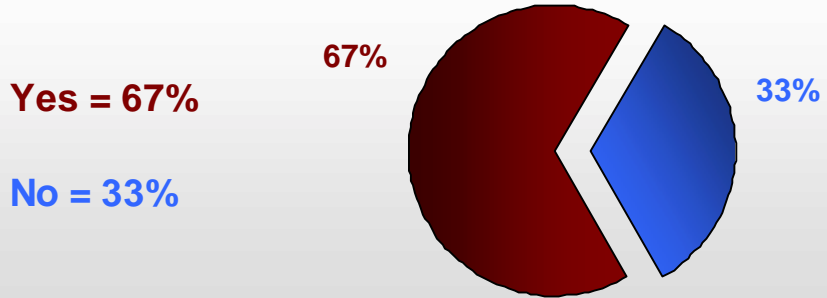
### Principal Owner of the Business



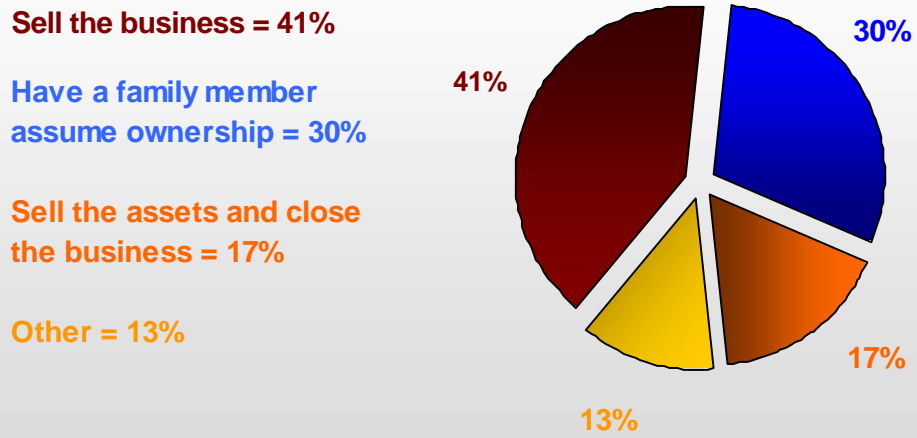
### Primary Goal or Dream at Startup



### Plans to Grow in Next 3 Years



### When You Retire, What Is Your Hope for the Business?



## Category of Business

**Services = 38%**

**Retail = 19%**

**Construction = 13%**

**Agriculture, Forestry, Fishing = 10%**

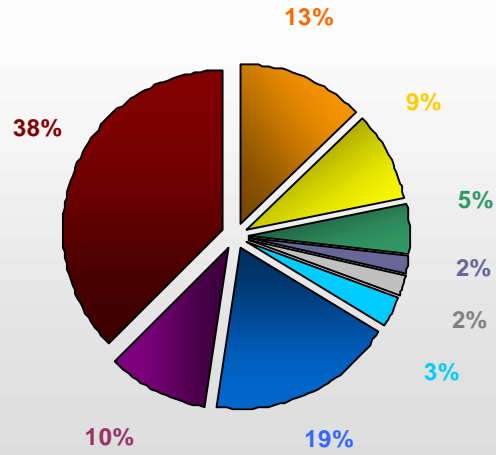
**Manufacturing = 9%**

**Wholesale = 5%**

**Financial Services = 3%**

**Communication = 2%**

**Transportation = 2%**

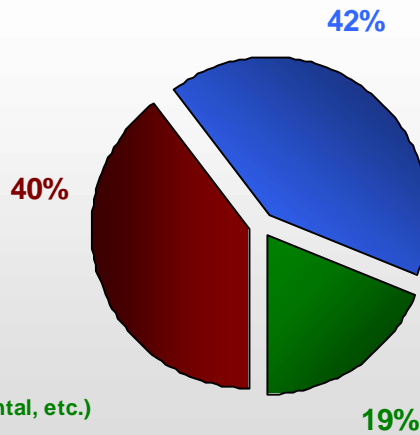


## Service Sub-categories

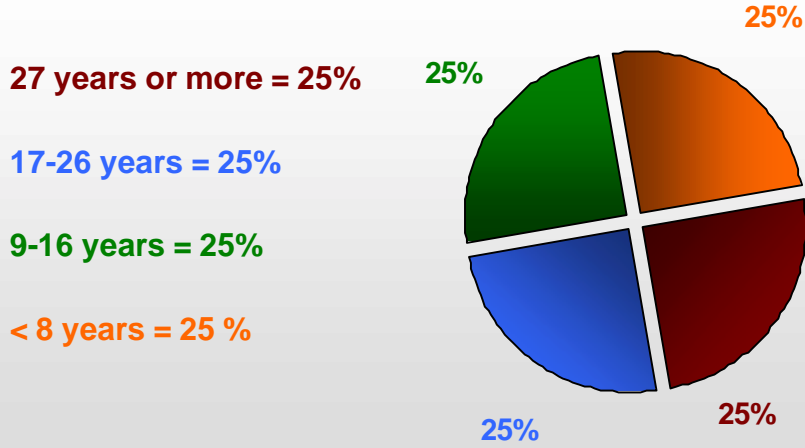
**Personal = 42%**  
(laundries, beauty shop,  
auto repair child care, etc.)

**Professional = 40%**  
(health, legal, education,  
engineering, etc.)

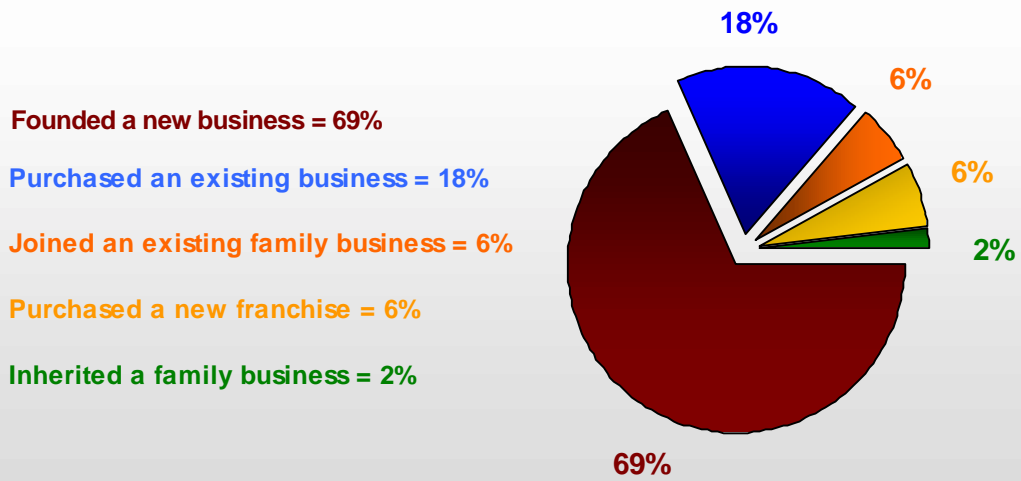
**Business = 19%**  
(advertising, security, mail,  
computer services, equipment rental, etc.)



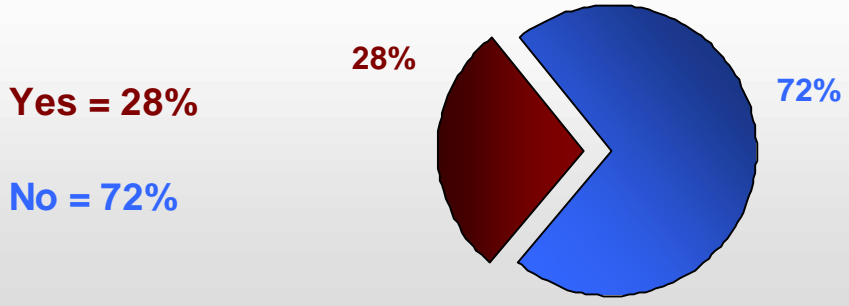
### Years in Business



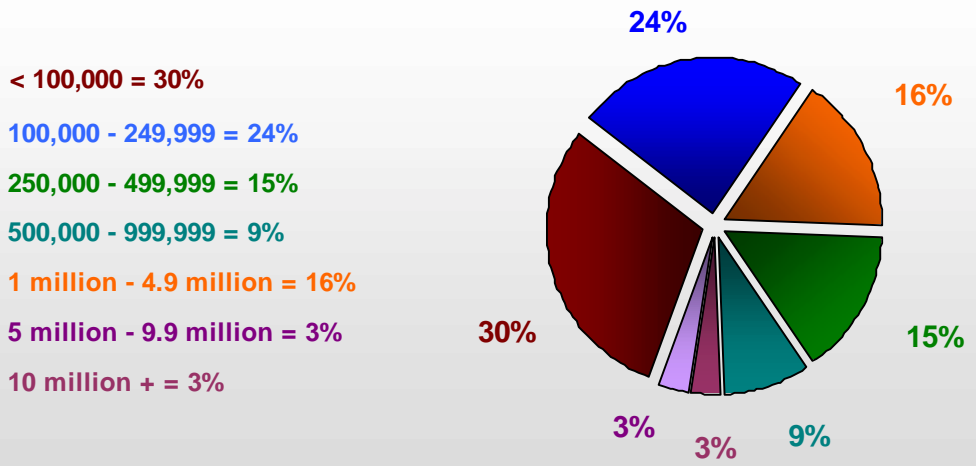
### How Business Was Started

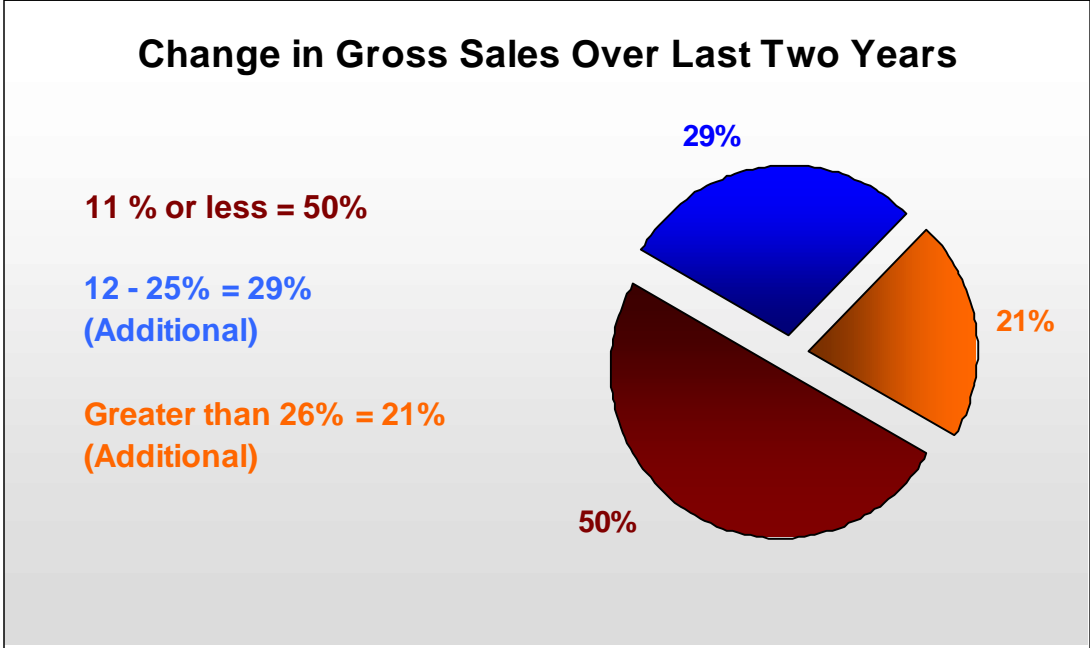
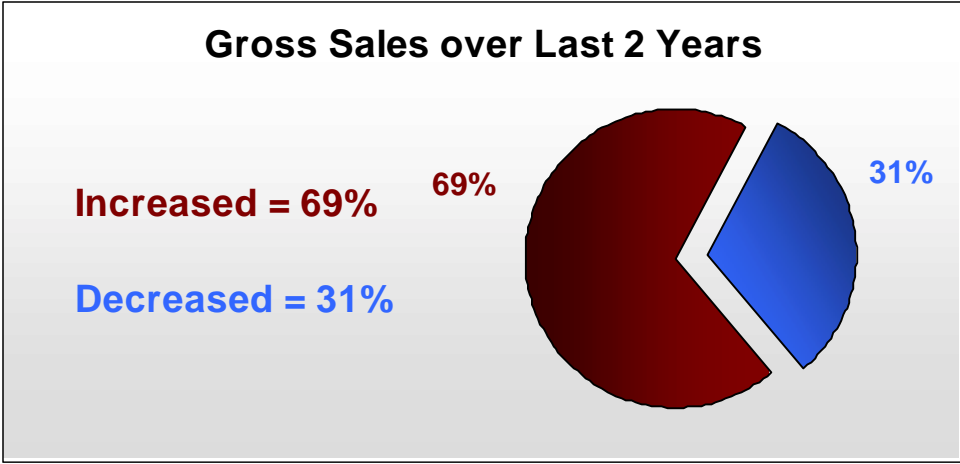


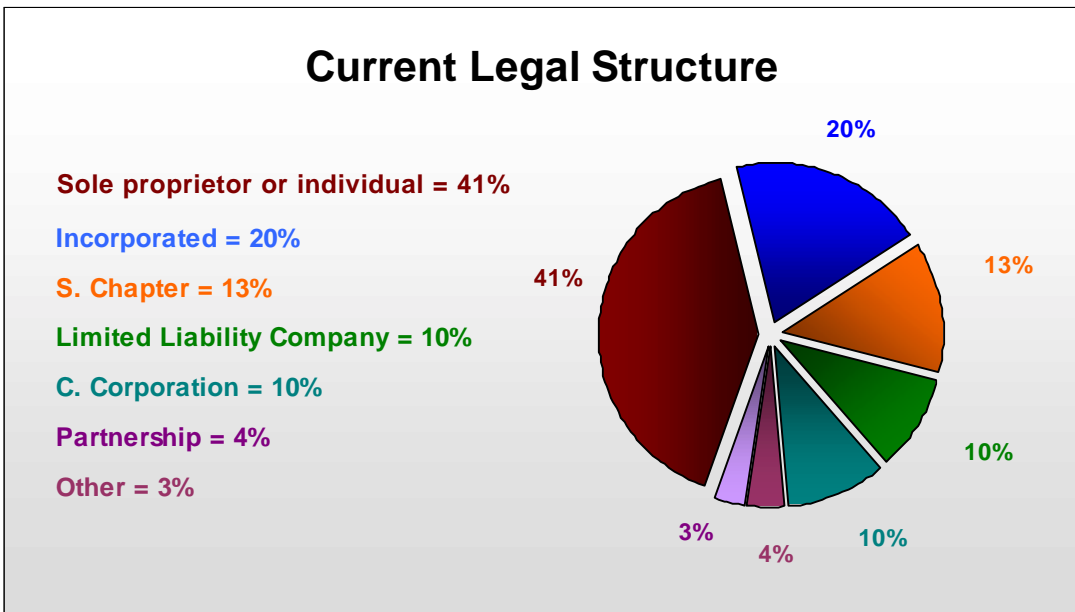
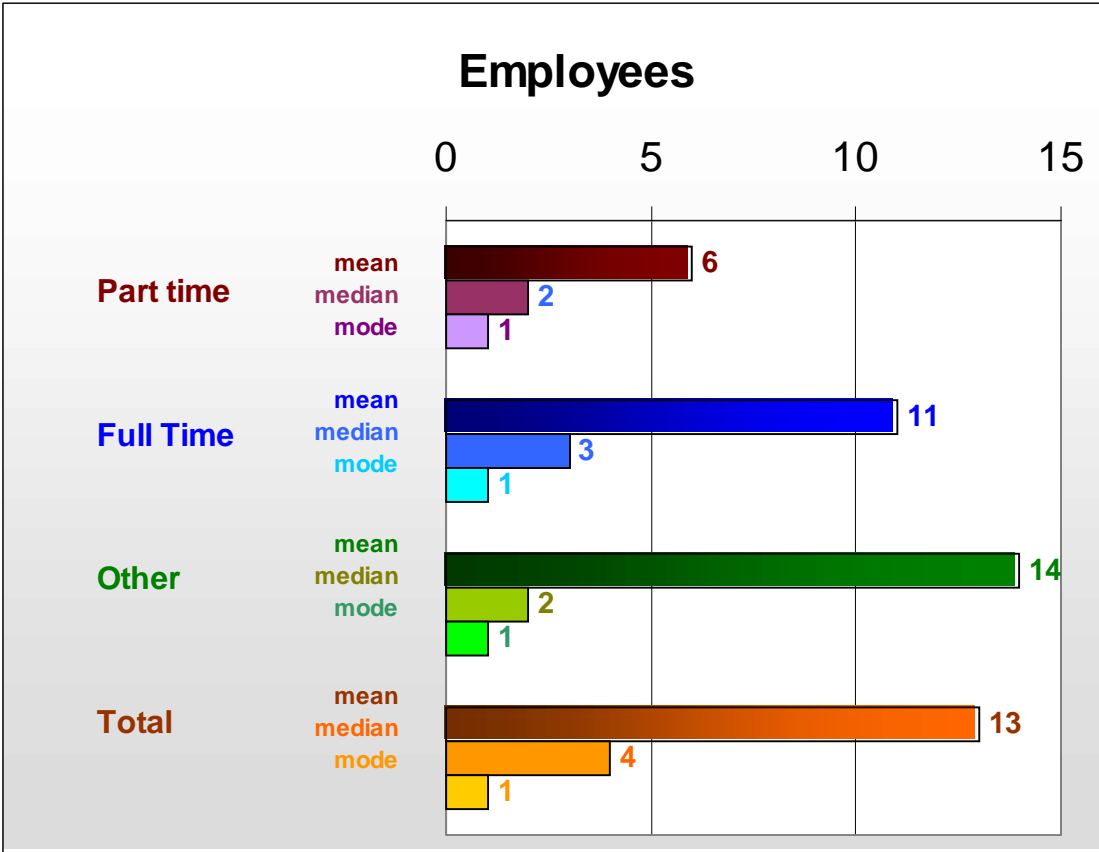
### Business Operated from Home

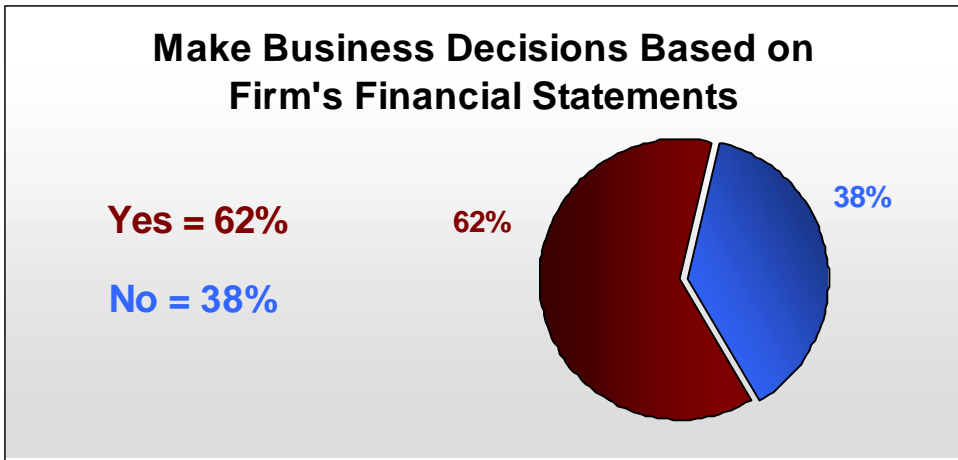
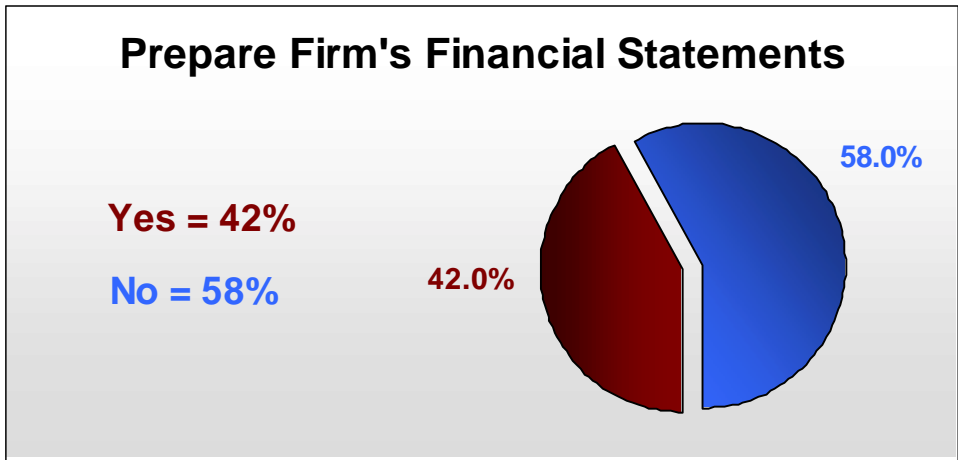
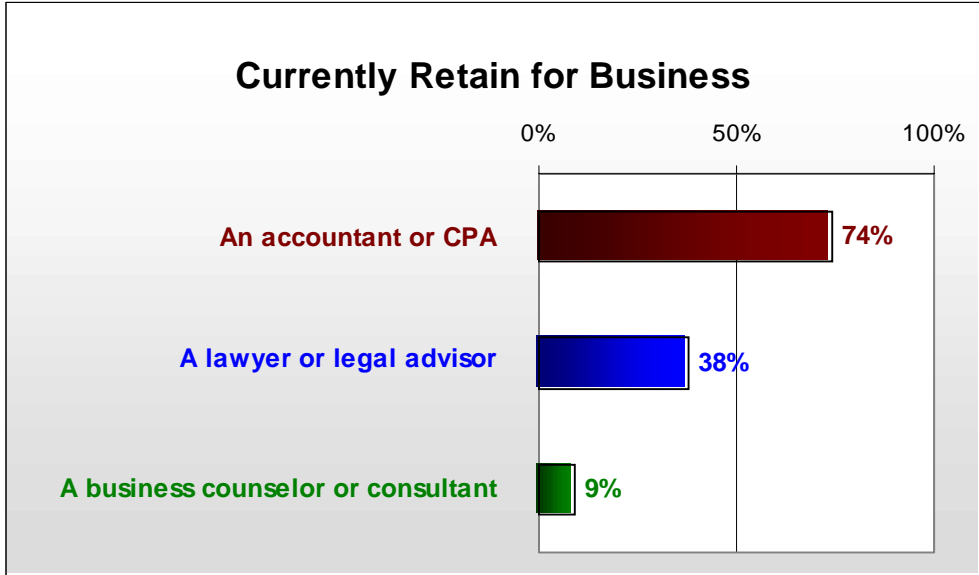


### Gross Revenues in Last Year





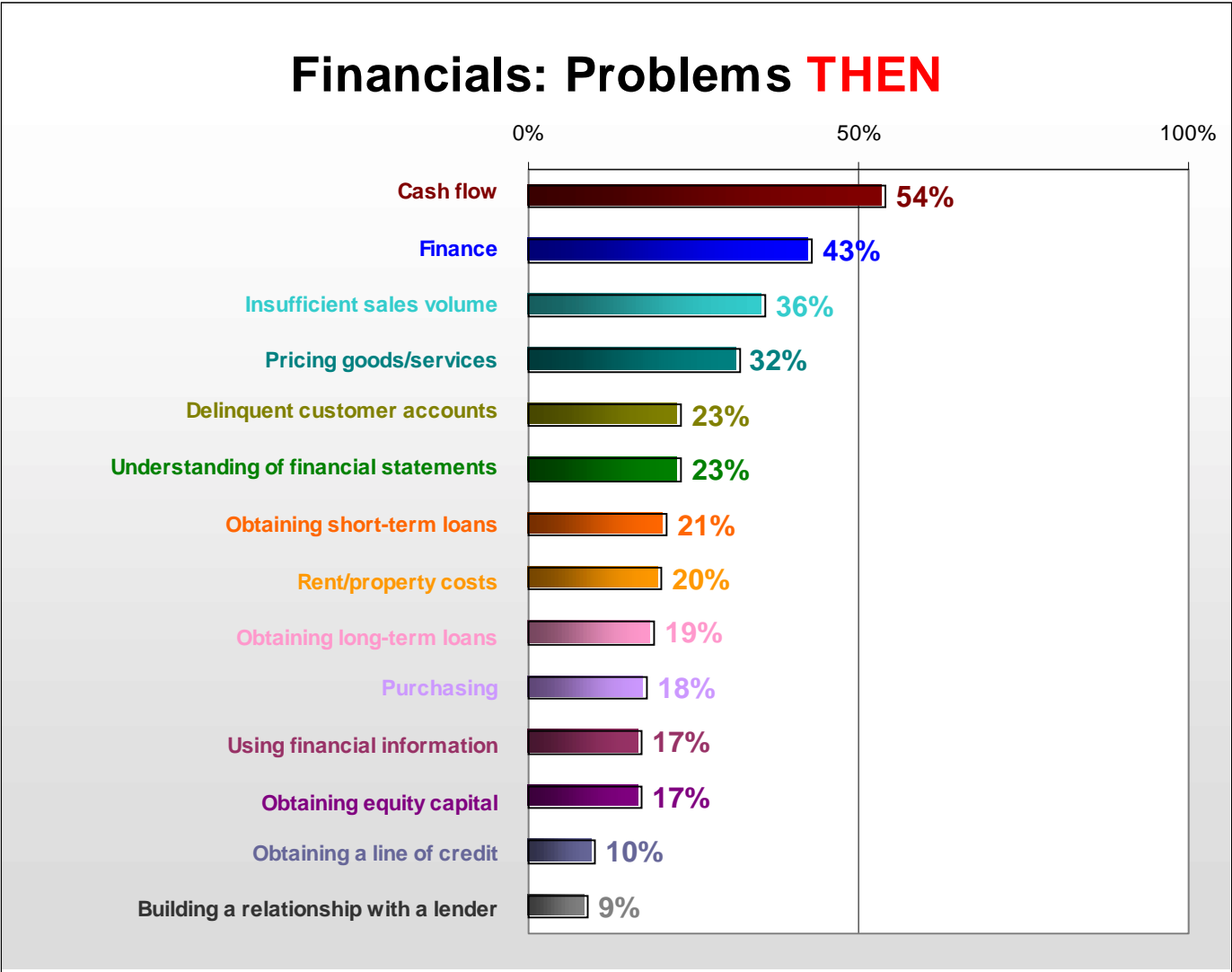




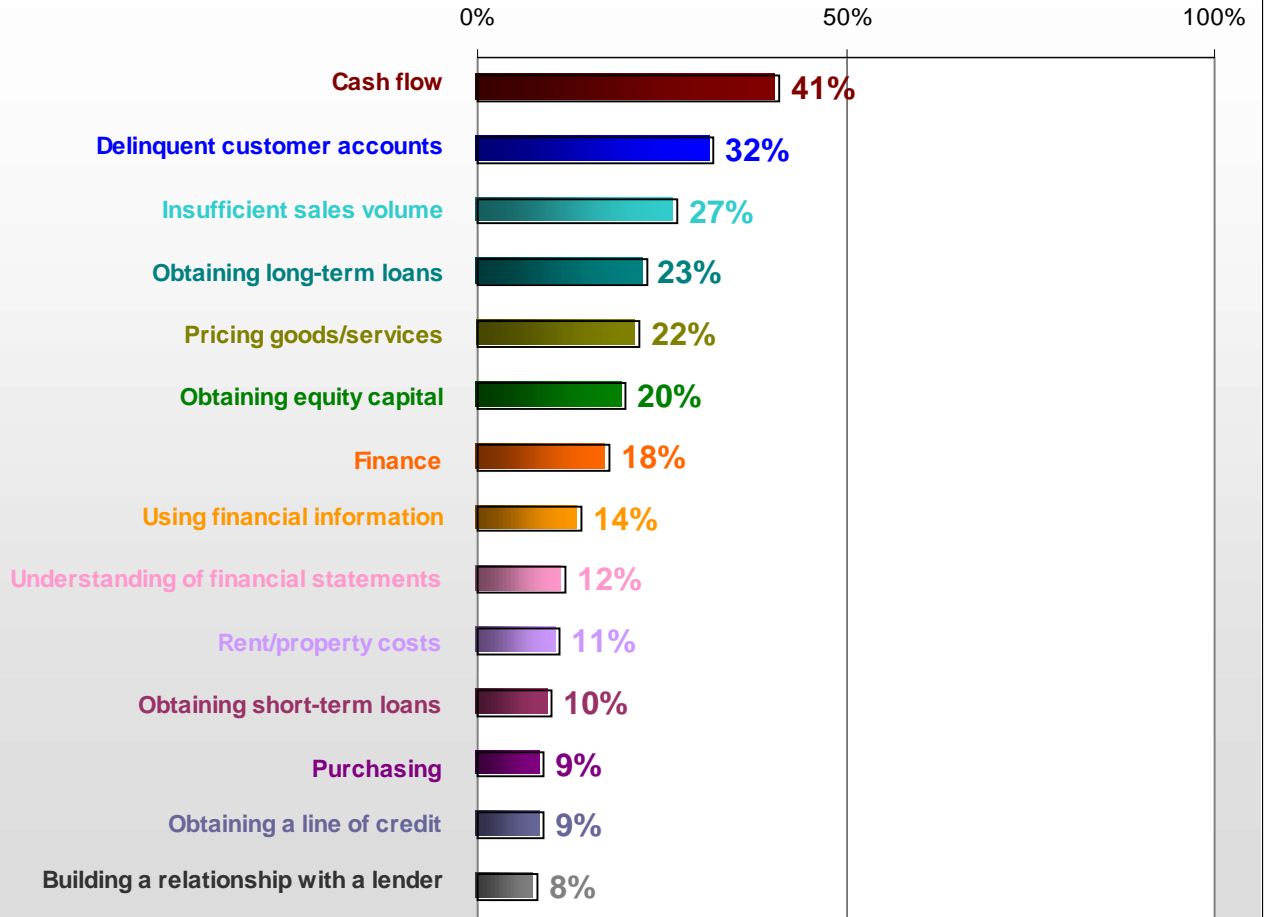
# CONTENT AREAS:

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

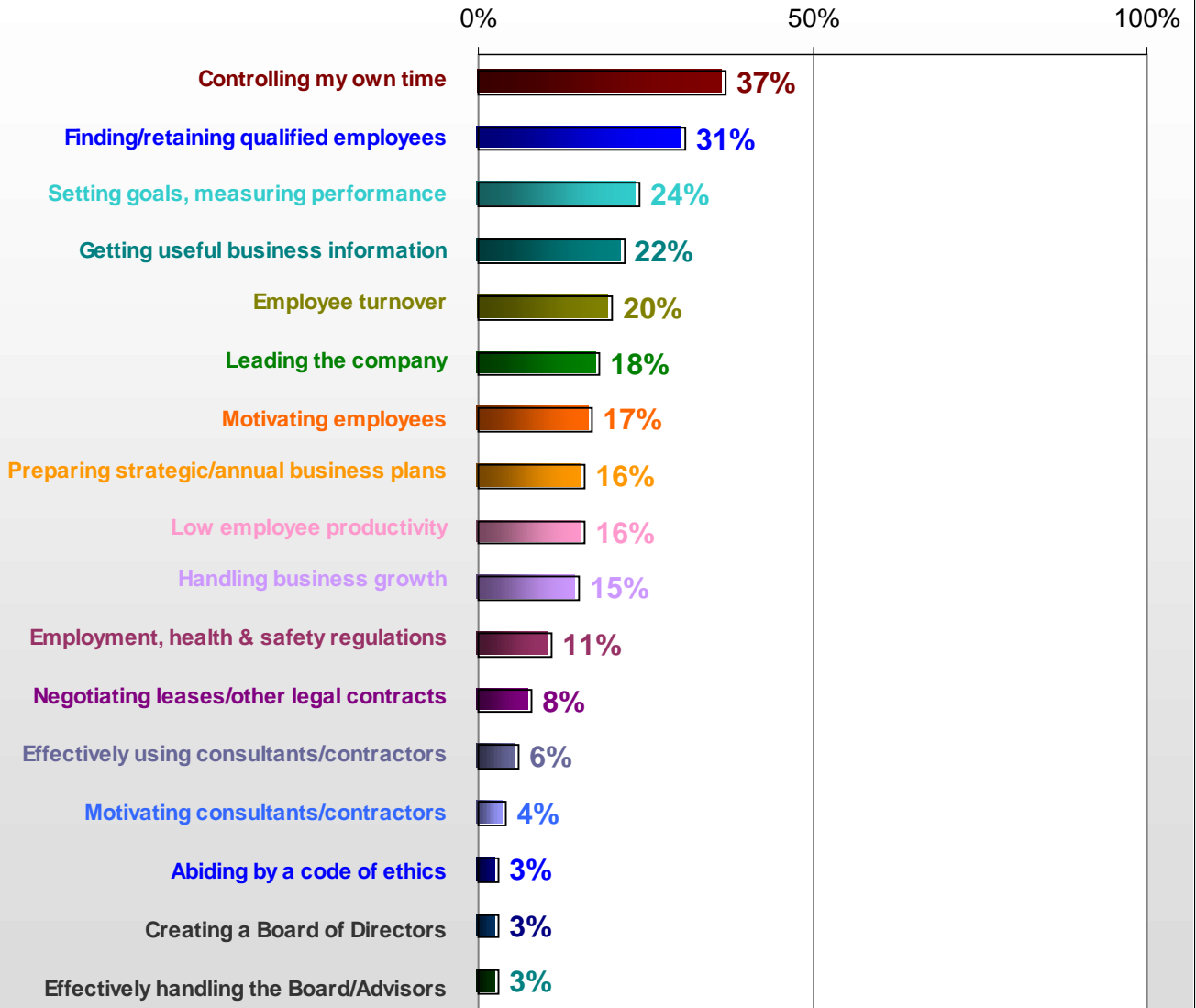
Note: Percentages may not add to 100 due to rounding and/or non-responses.



## Financials: Problems **NOW**



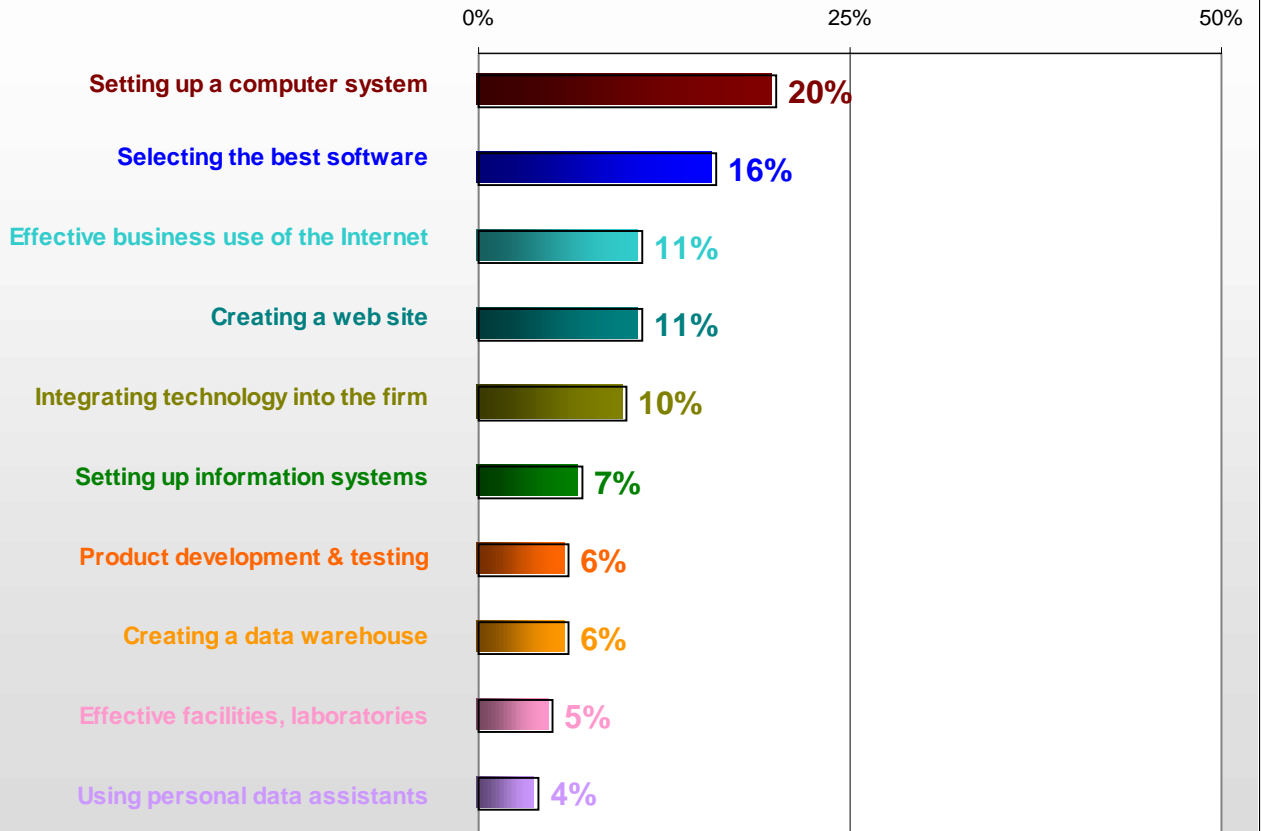
# Management: Problems THEN



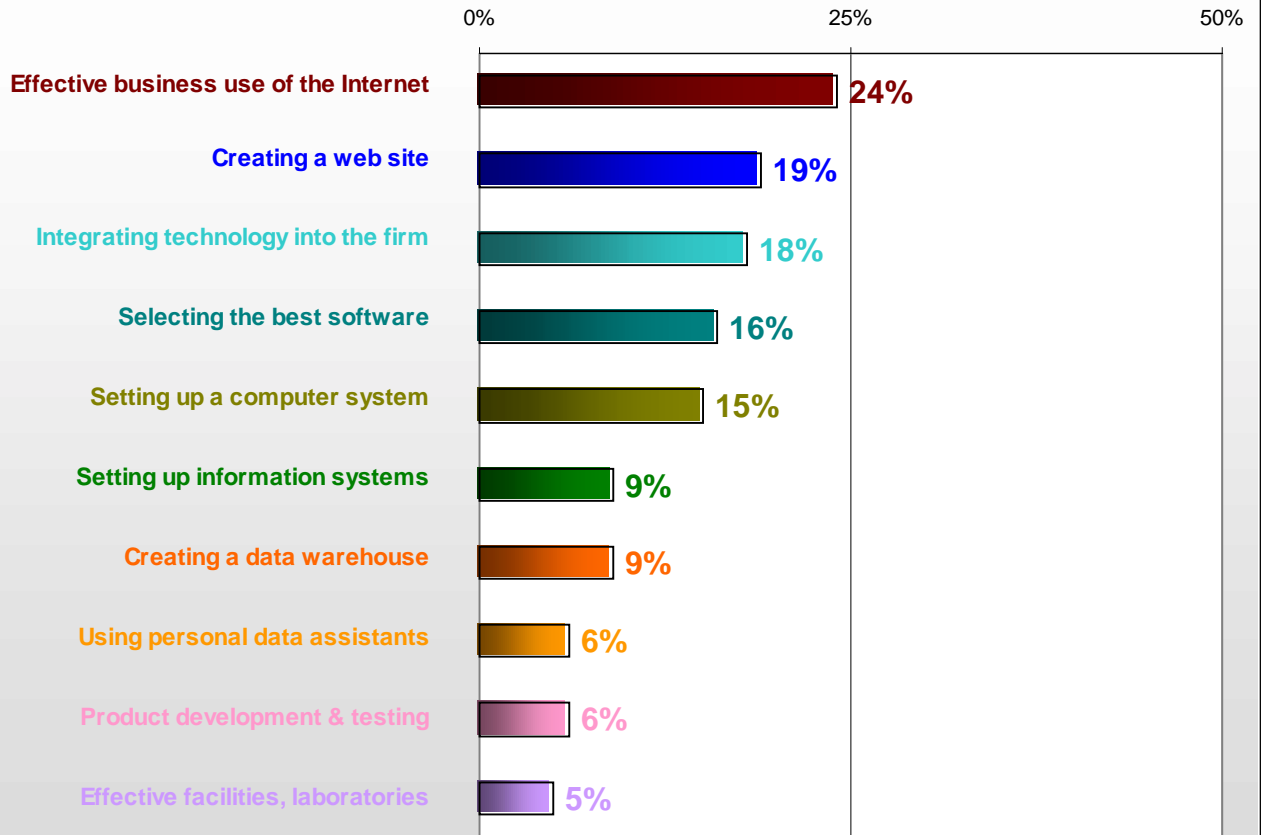
## Management: Problems **NOW**



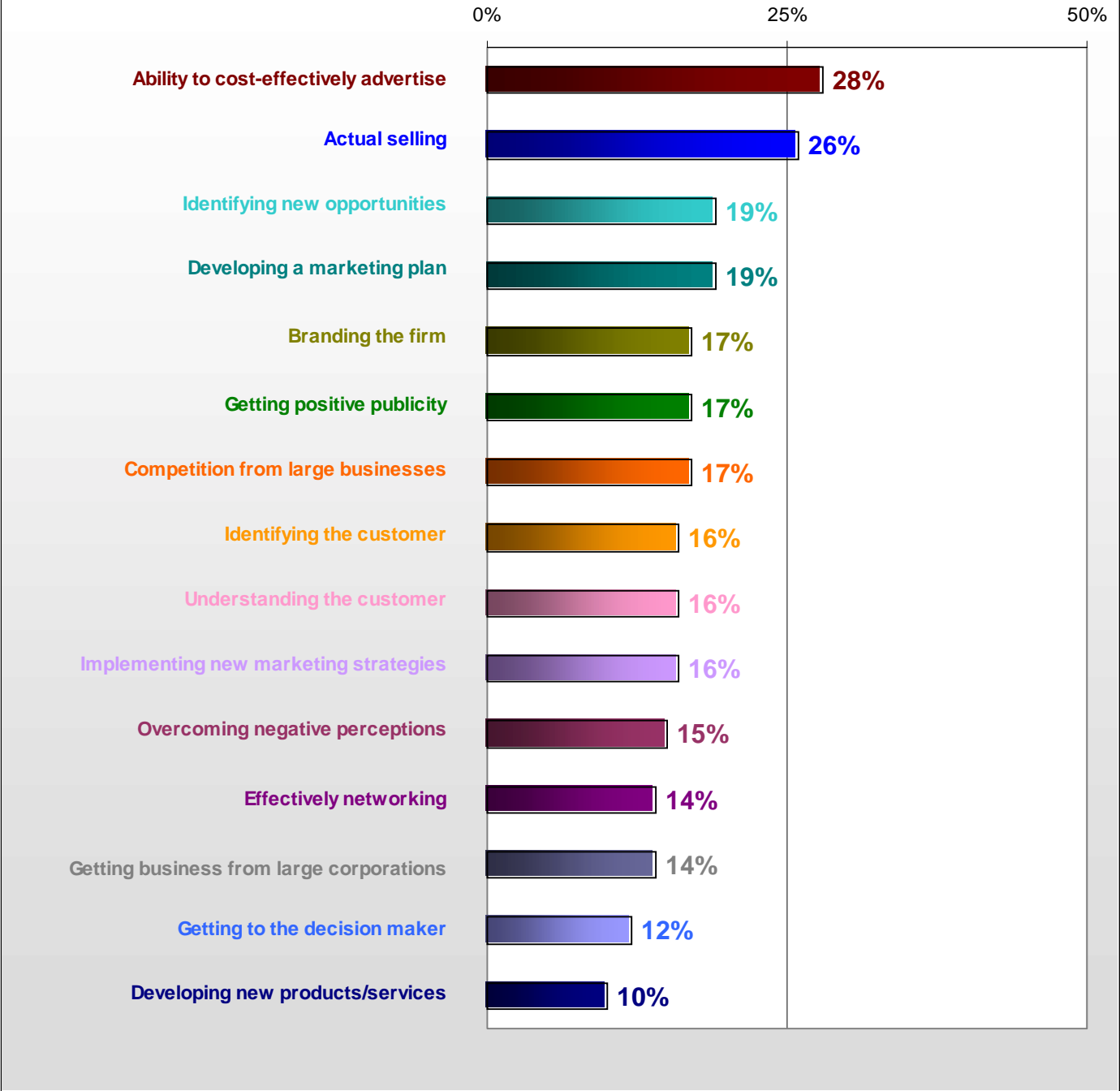
# Technology: Problems **THEN**



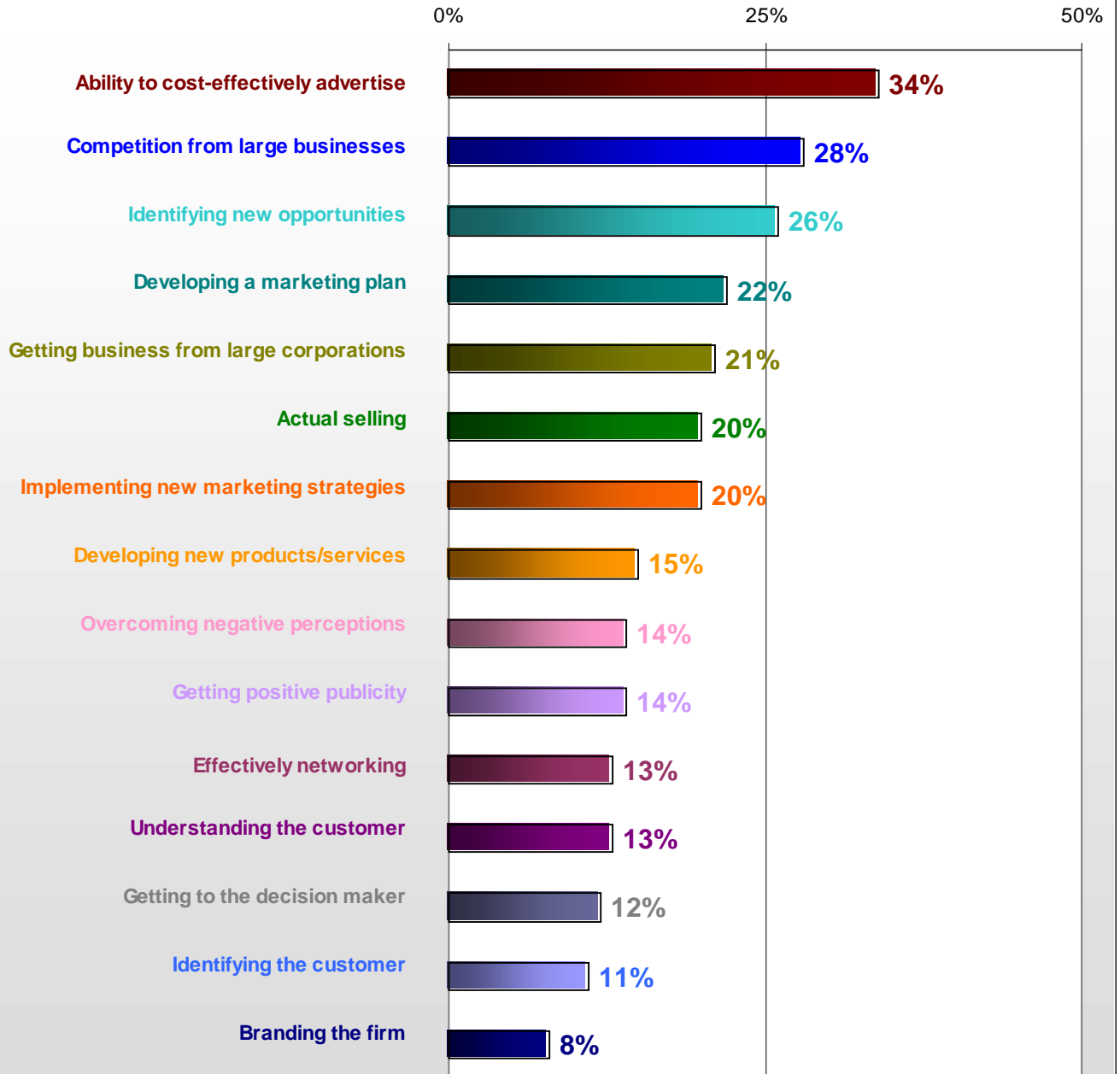
## Technology: Problems **NOW**



# Marketing: Problems **THEN**

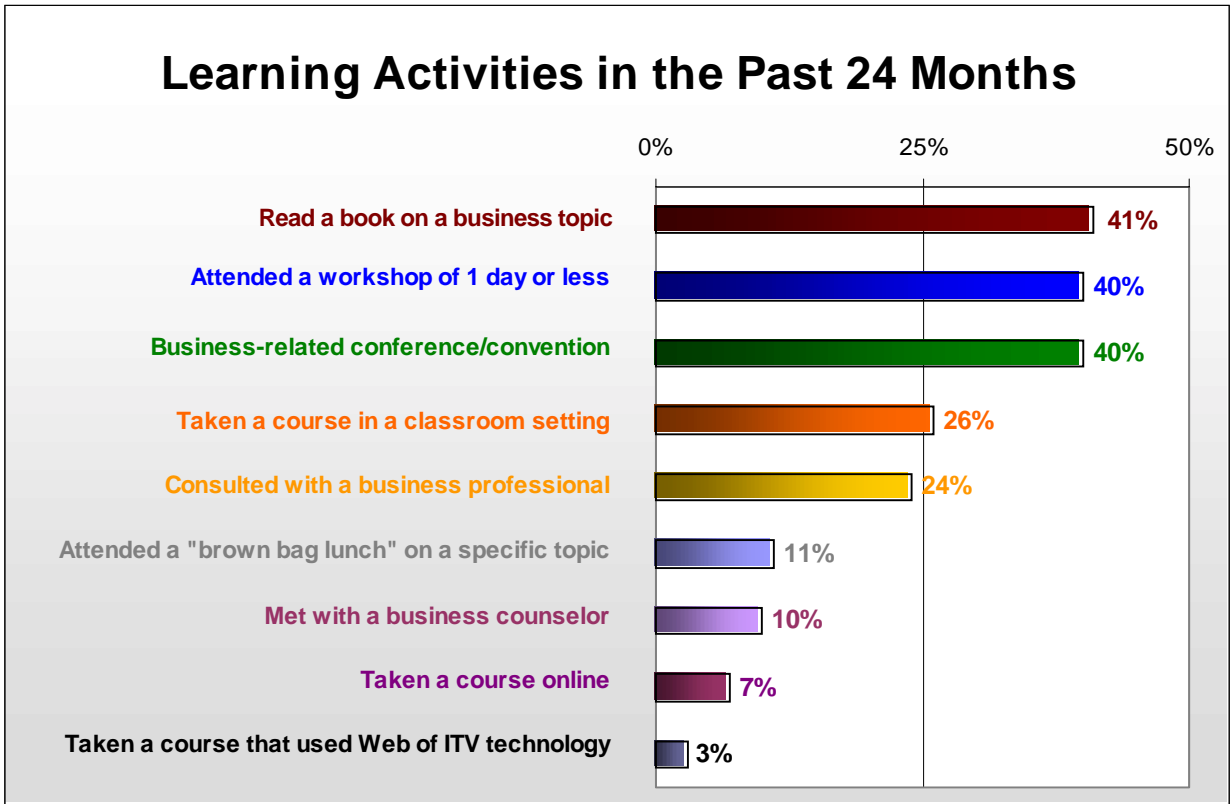
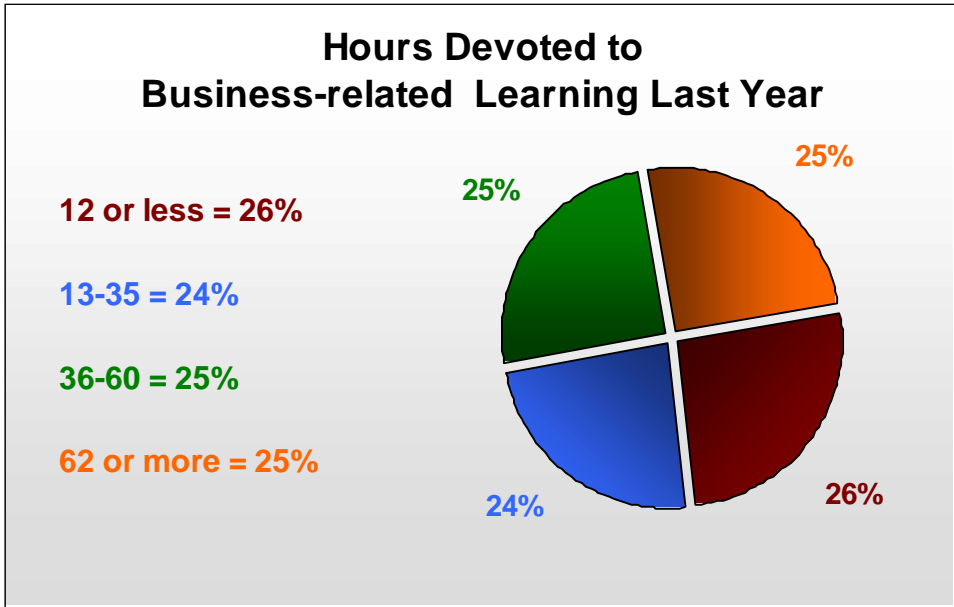


## Marketing: Problems **NOW**



# LEARNING STYLES:

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



### New Business Practices

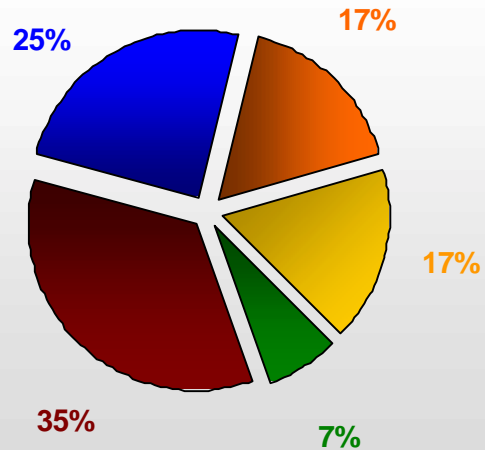
I use what is widely accepted and understood = 35%

When a new idea shows promise, I jump on it before most others = 25%

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

If it's not broke, I don't fix it = 17%

When the "big names" use it, I am ready to try = 7%



### Approaches to Solving Business Problems

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

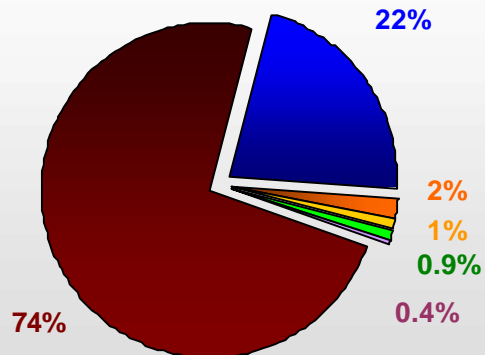
Talk with peers who may have faced similar problems = 22%

Other = 2%

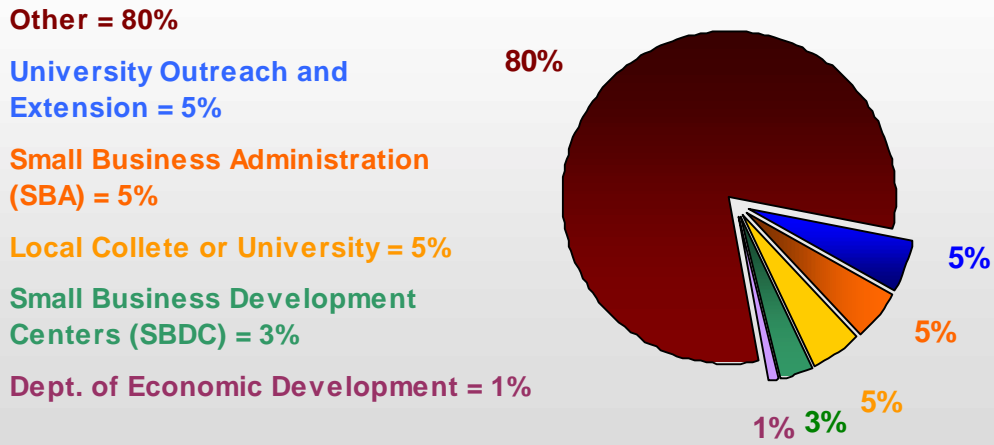
Hire a consultant to find a solution = 1%

Take a course = 0.9%

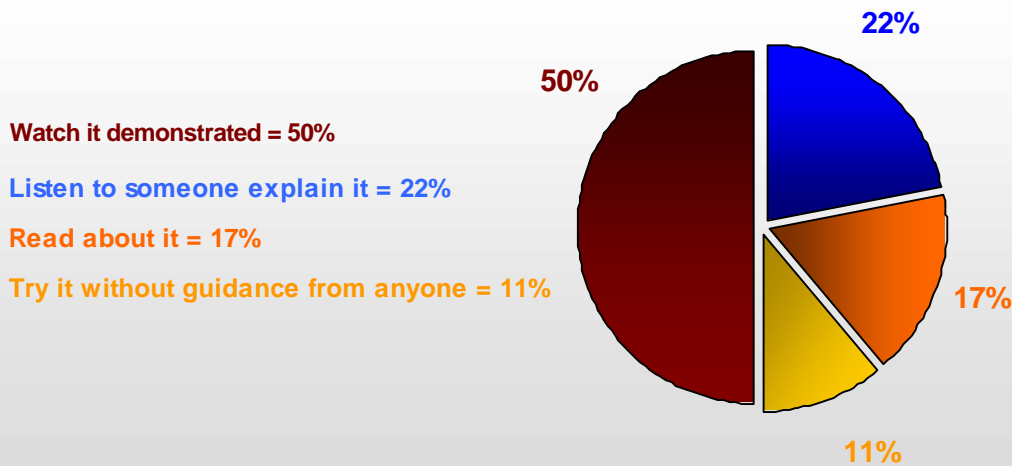
Use the Internet = 0.4%



### Sources Used for Business Information



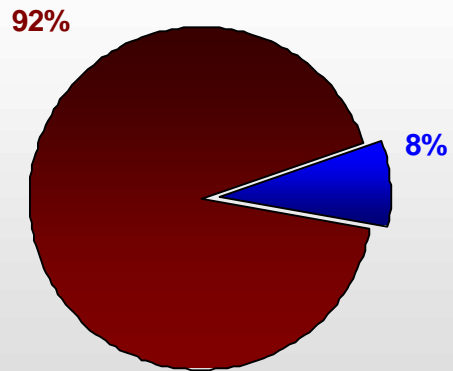
### Learning New Skills & Knowledge



## Preferred Method of Learning

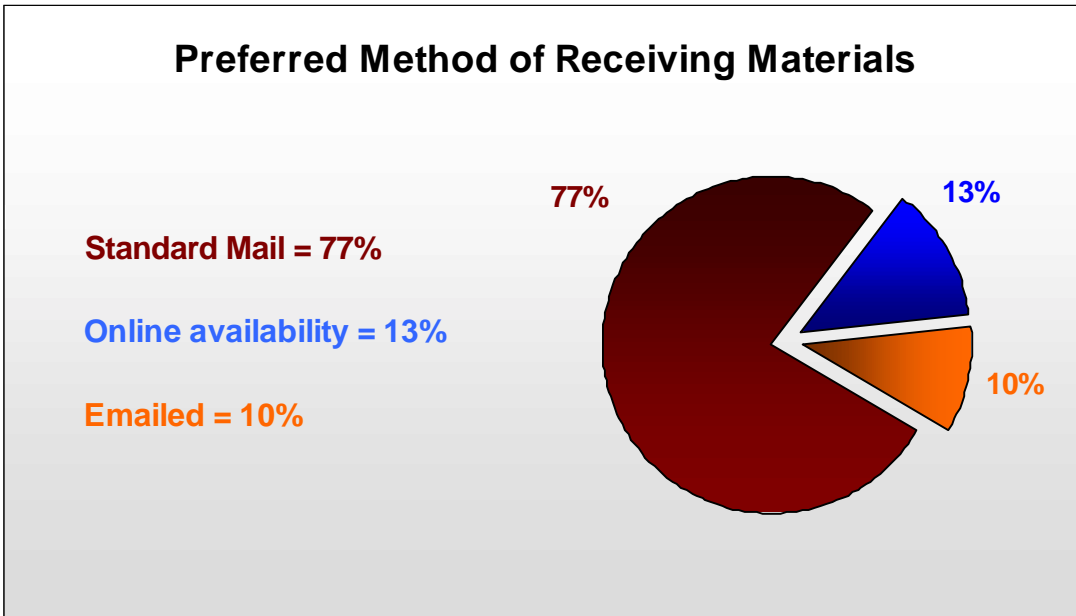
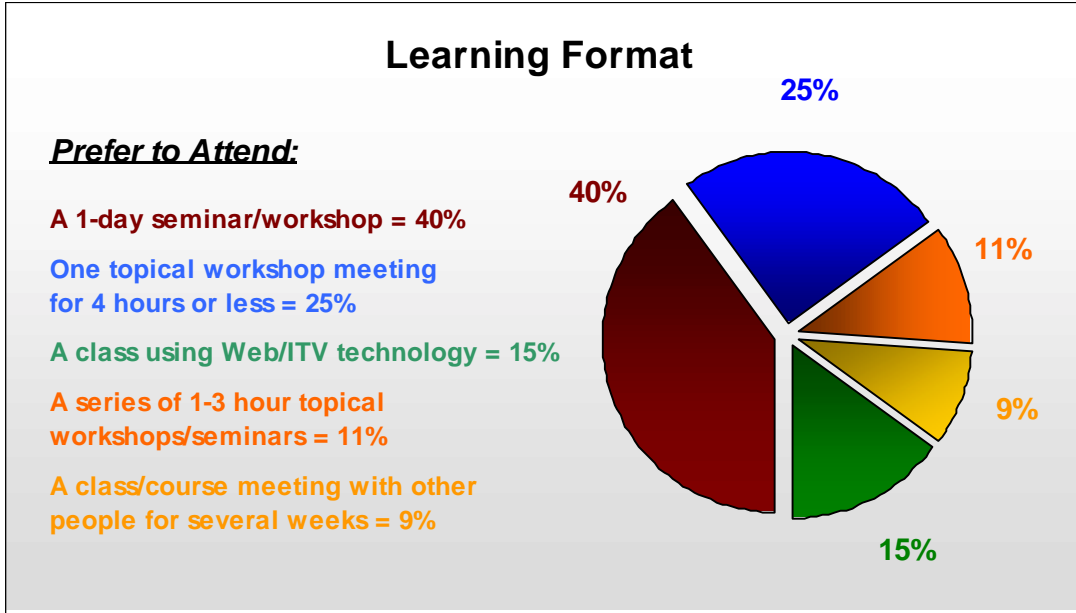
**First understand the underlying concept or theory, then apply it to your business = 92%**

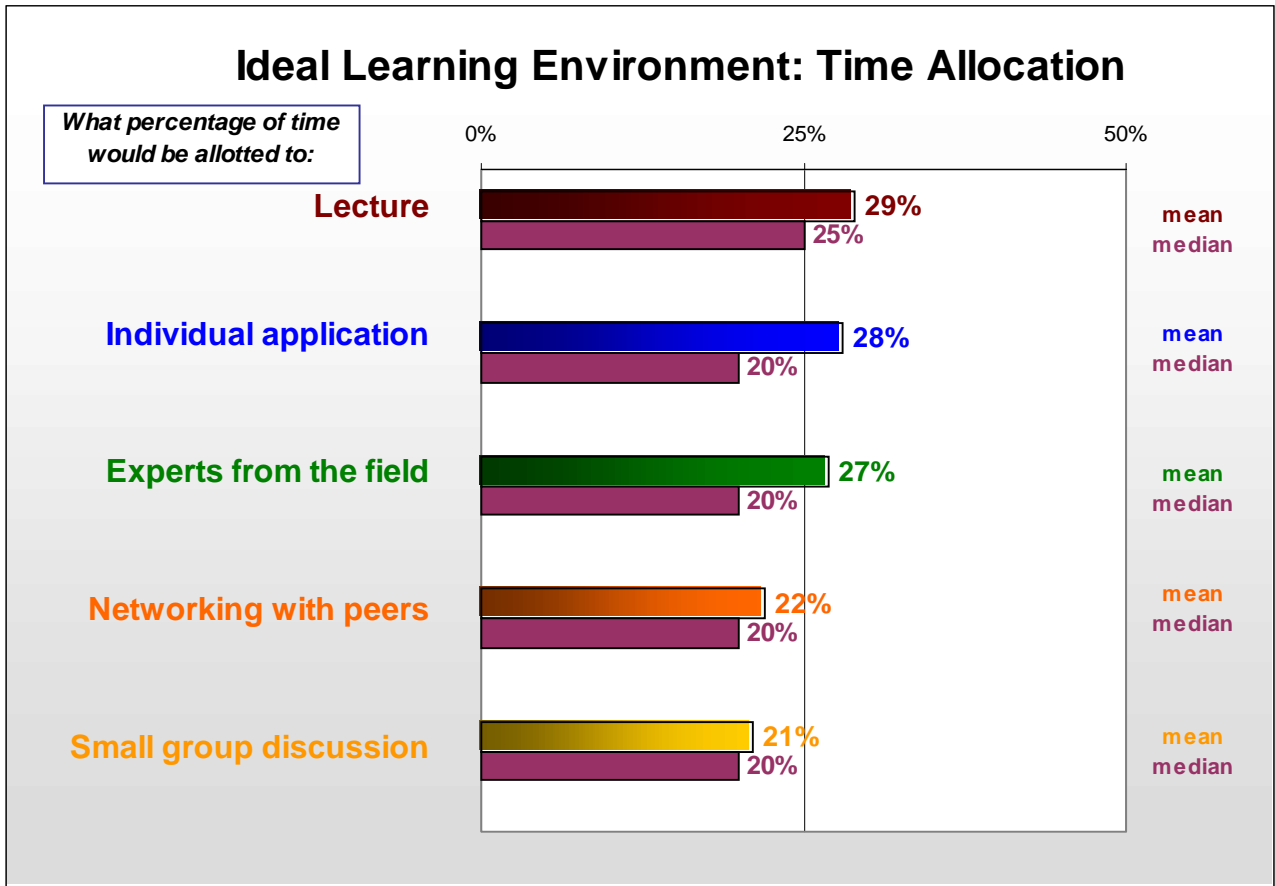
**Bypass understanding the concept or theory but be able to apply it to your business = 8%**

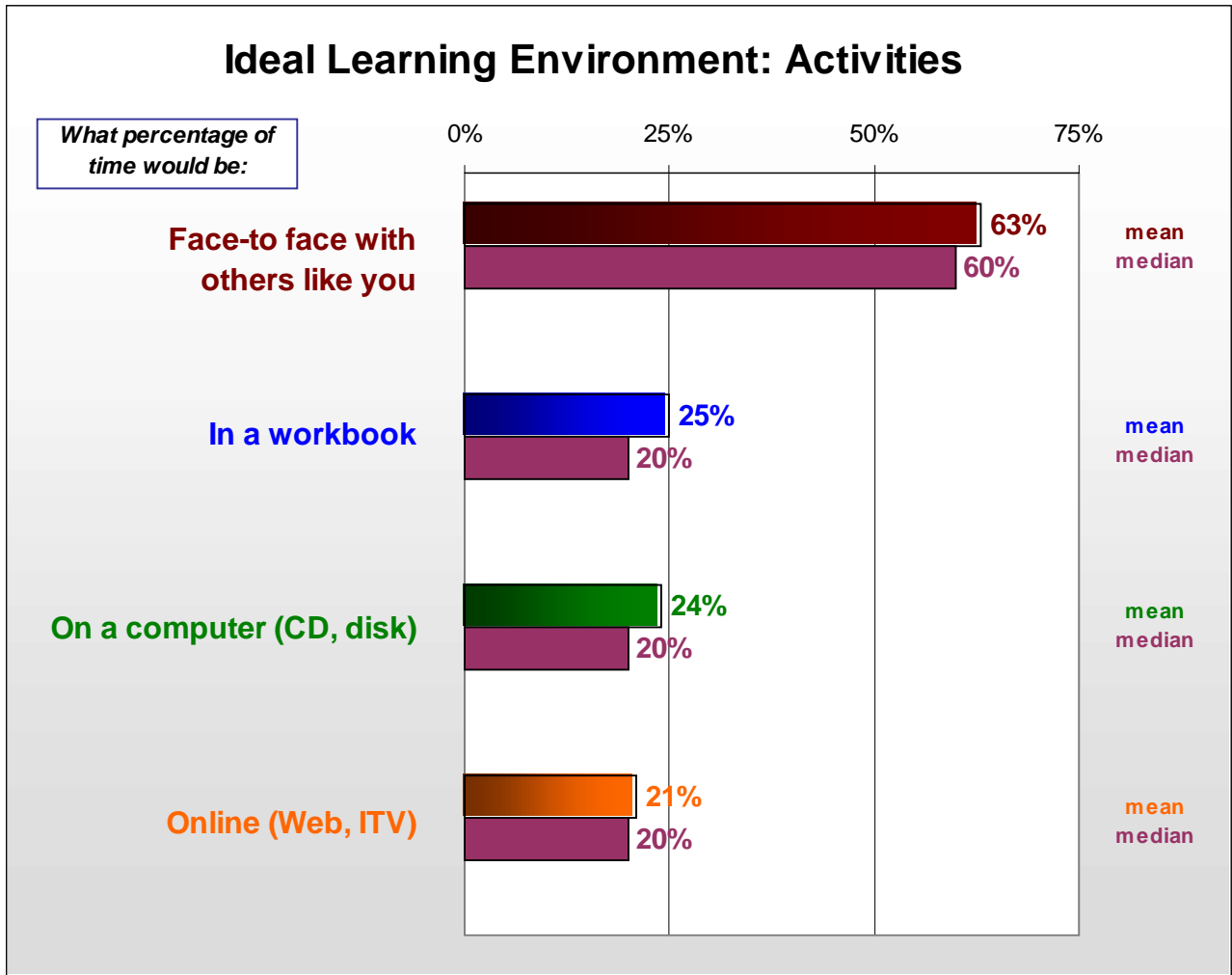


# DELIVERY PREFERENCES:

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### Desired Instructor/Facilitator Traits

