

Descriptive Analysis of West Central Region

Learning Experiences & Preferences

Survey Data
(N=202; 16.9% of Total)

March 2003

by

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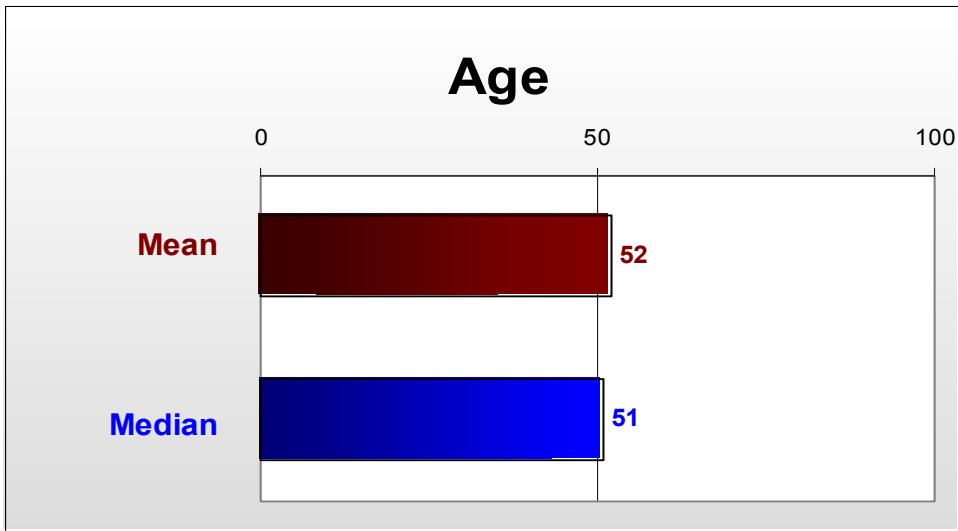
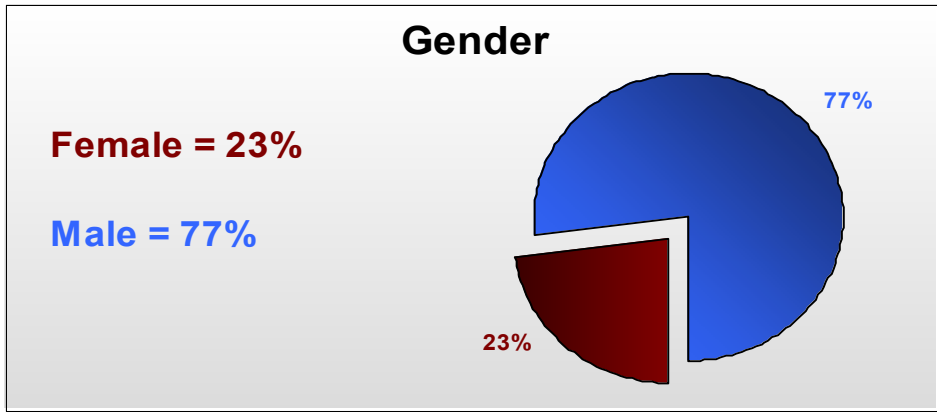
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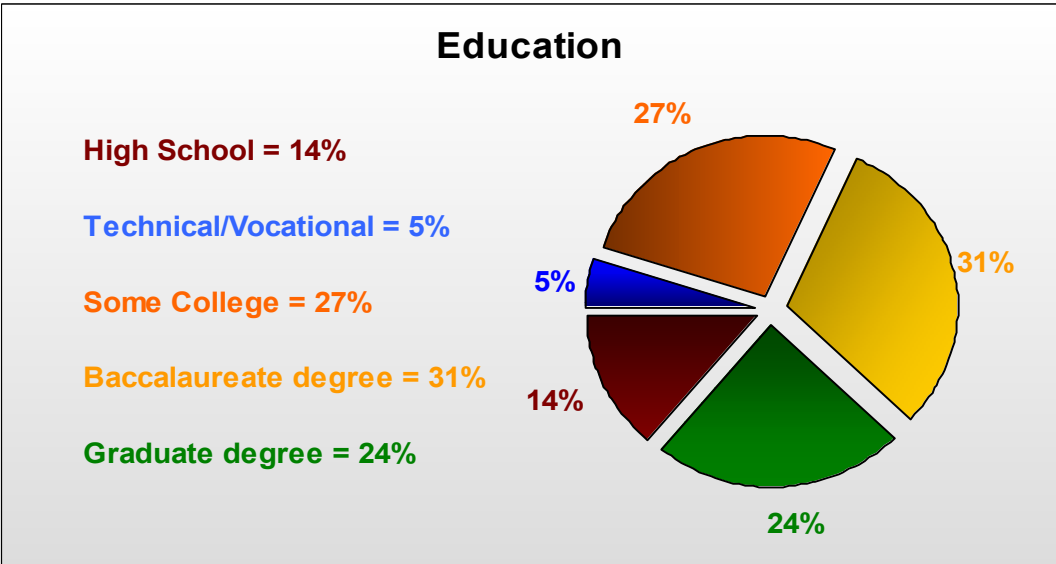
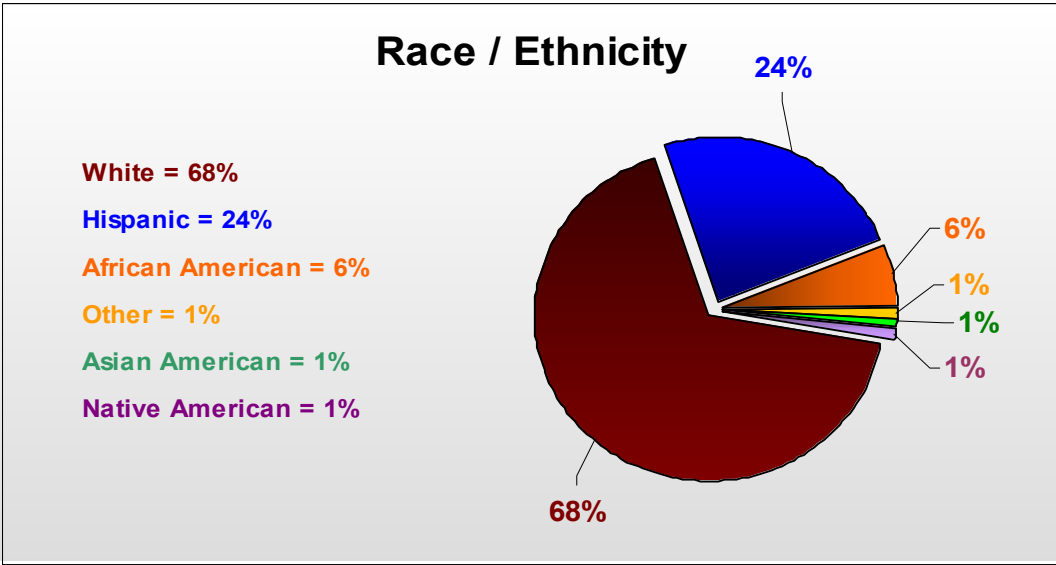


BRIDG is supported by the University of Missouri Outreach and
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DEMOGRAPHICS & FIRMOGRAPHICS:

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



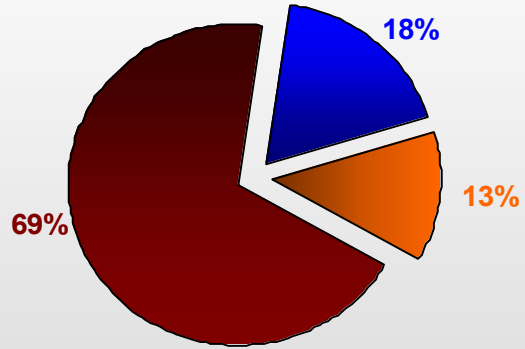


Principal Owner of the Business

Male = 69%

Female = 18%

Equal Male/Female
Ownership = 13%



Primary Goal or Dream at Startup

Earn a decent living = 52%

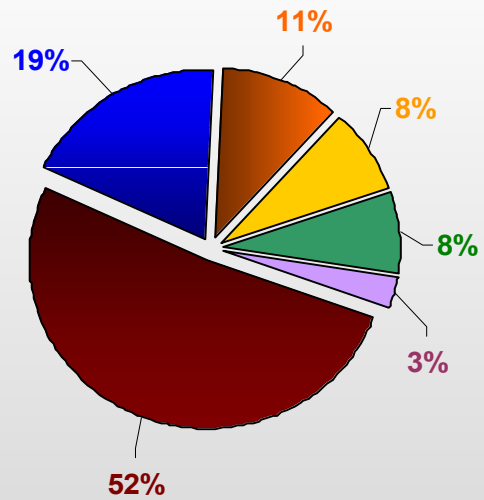
Grow a business slowly = 19%

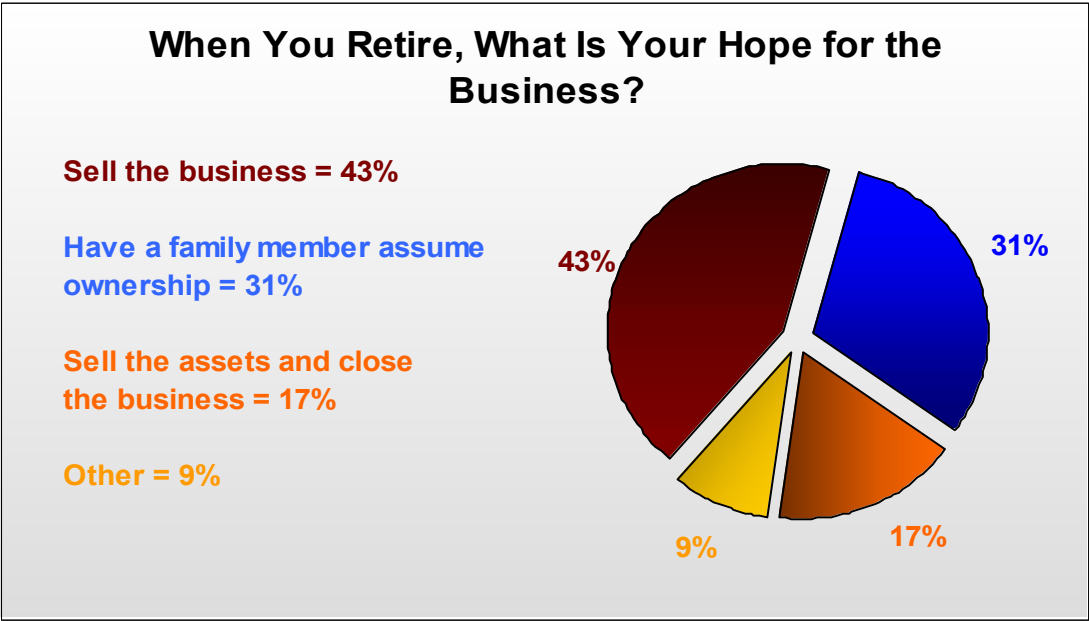
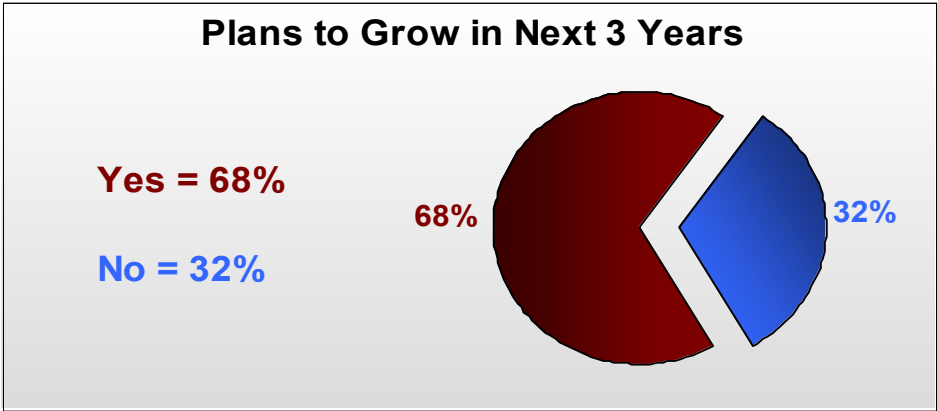
Other = 11%

Build a major competitor in the
industry = 8%

Build a business rapidly = 8%

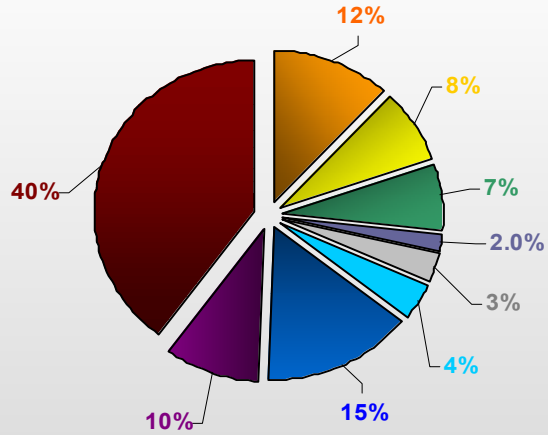
Build a business with the intent
to sell = 3%





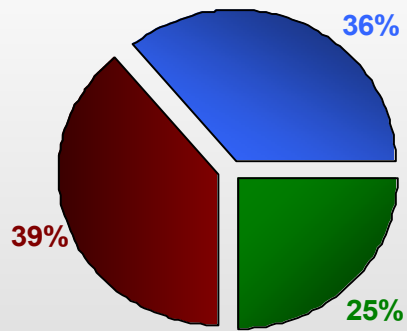
Category of Business

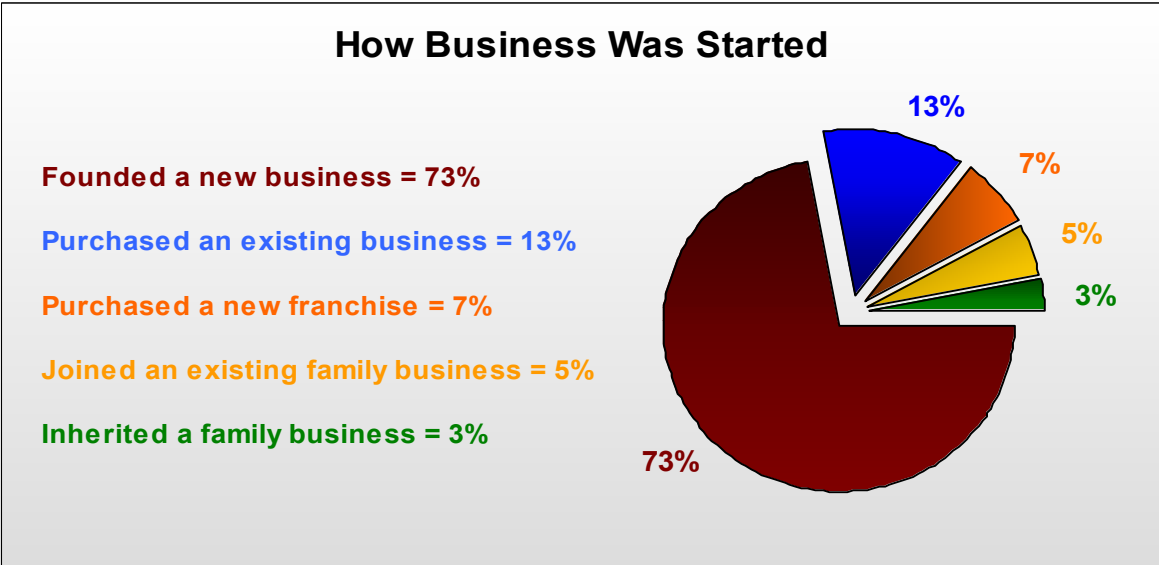
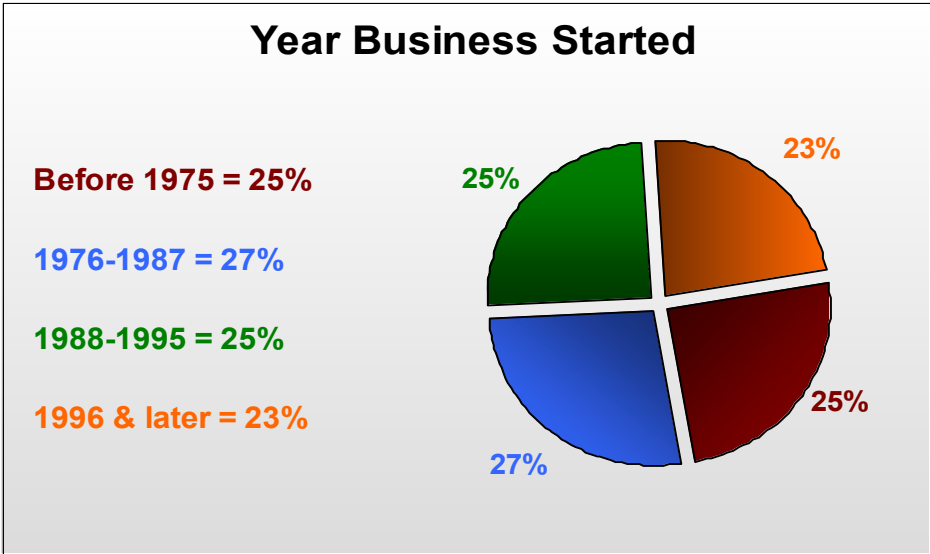
- Services = 40%
- Construction = 15%
- Agriculture, Forestry, Fishing = 12%
- Retail = 10%
- Manufacturing = 8%
- Wholesale = 7%
- Financial Services = 4%
- Transportation = 3%
- Communication = 2%

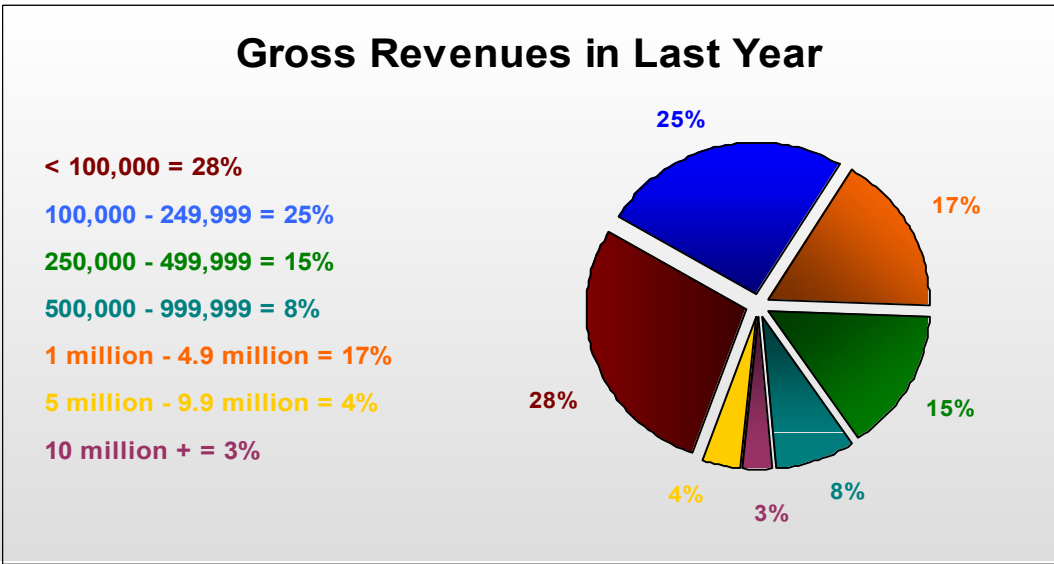
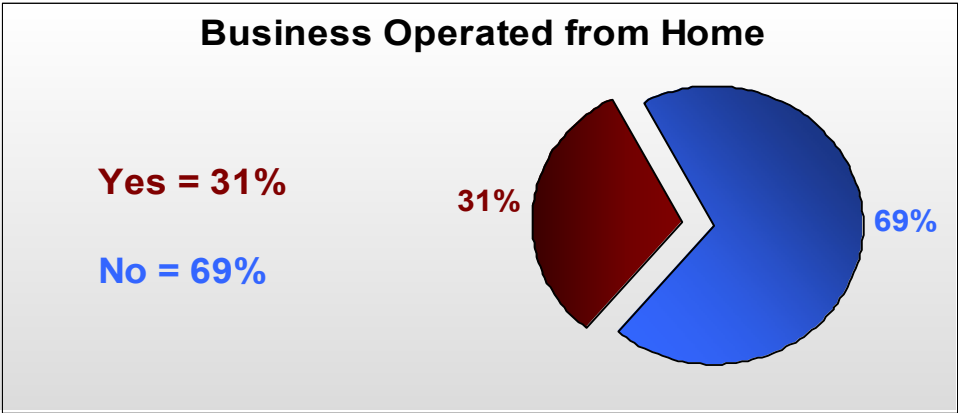


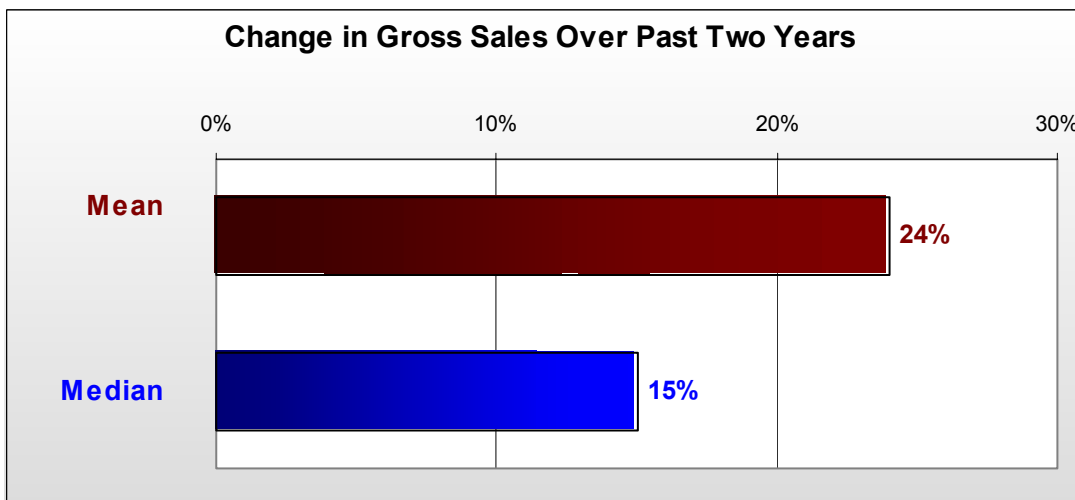
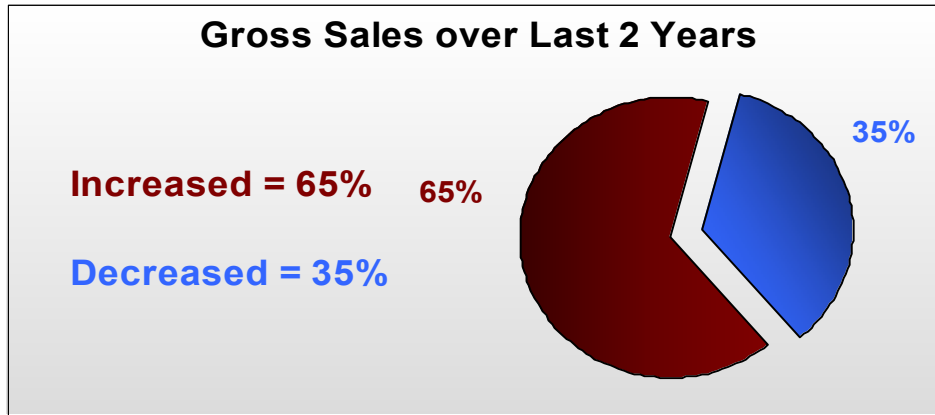
Service Sub-categories

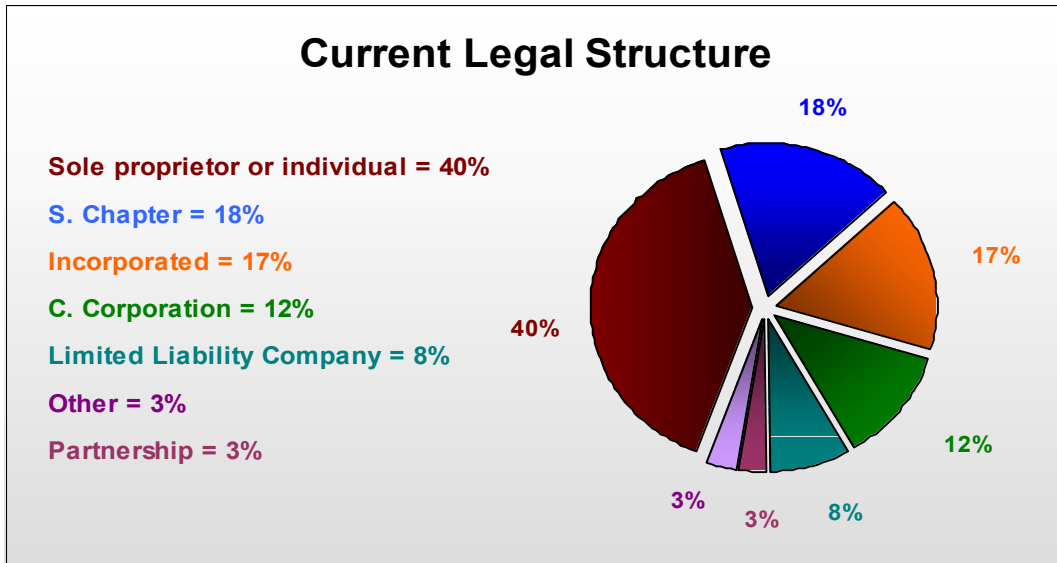
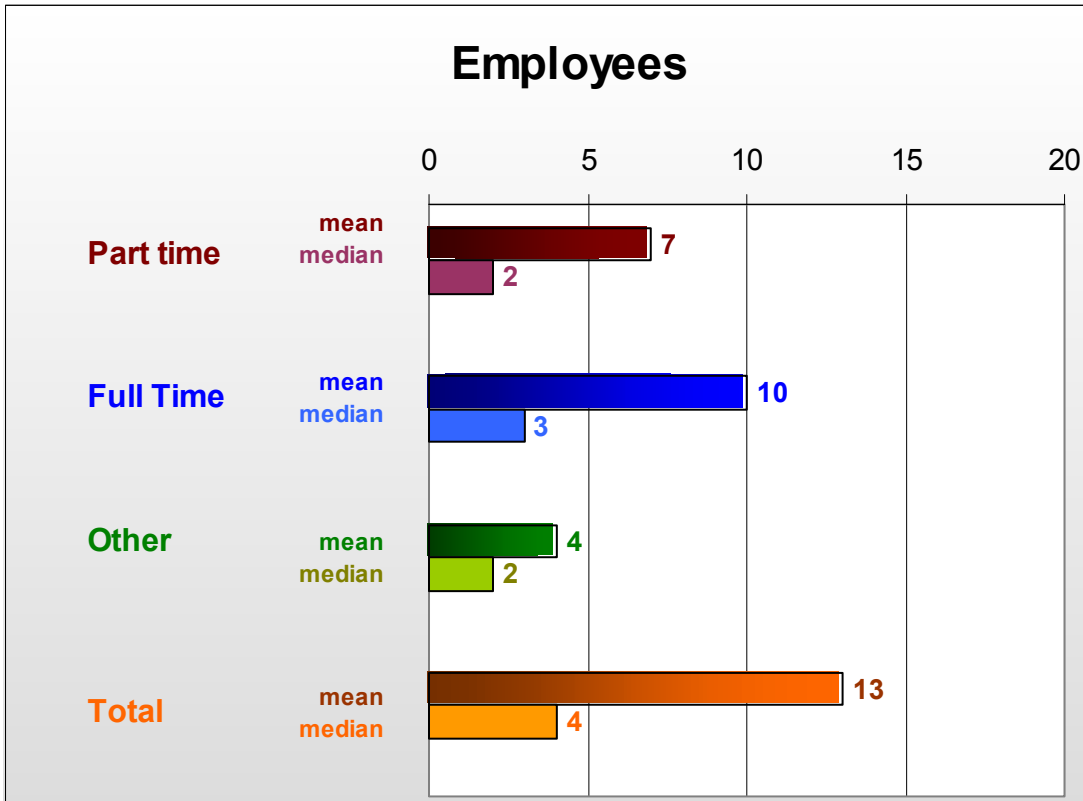
- Personal = 36%
(laundries, beauty shop, auto repair child care, etc.)
- Professional = 39%
(health, legal, education, engineering, etc.)
- Business = 25%
(advertising, security, mail, computer services, equipment rental, etc.)

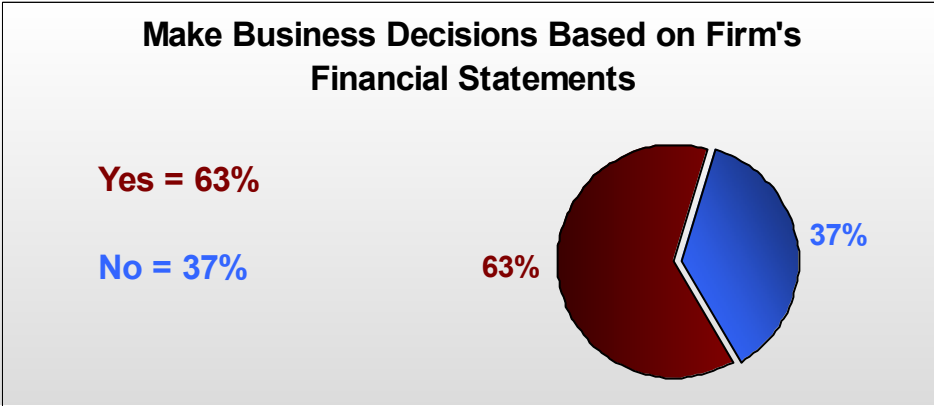
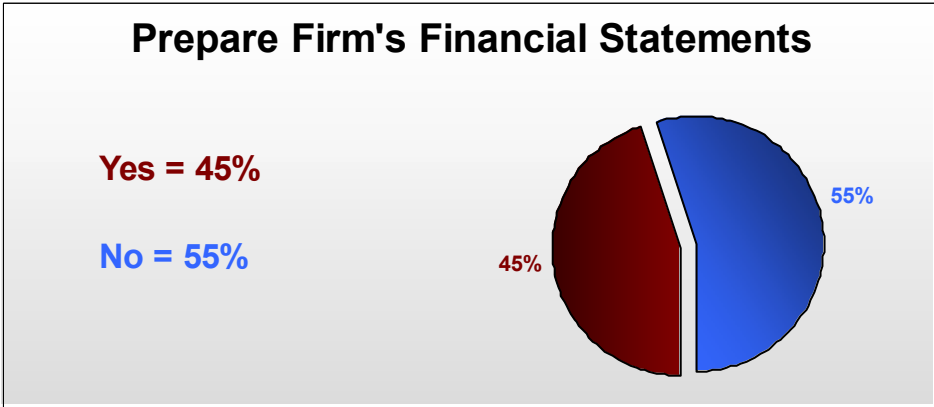
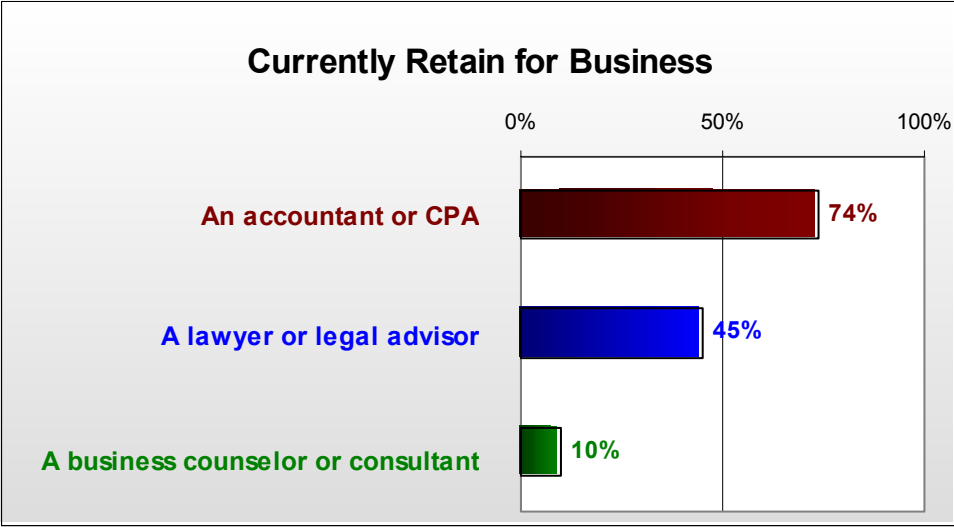












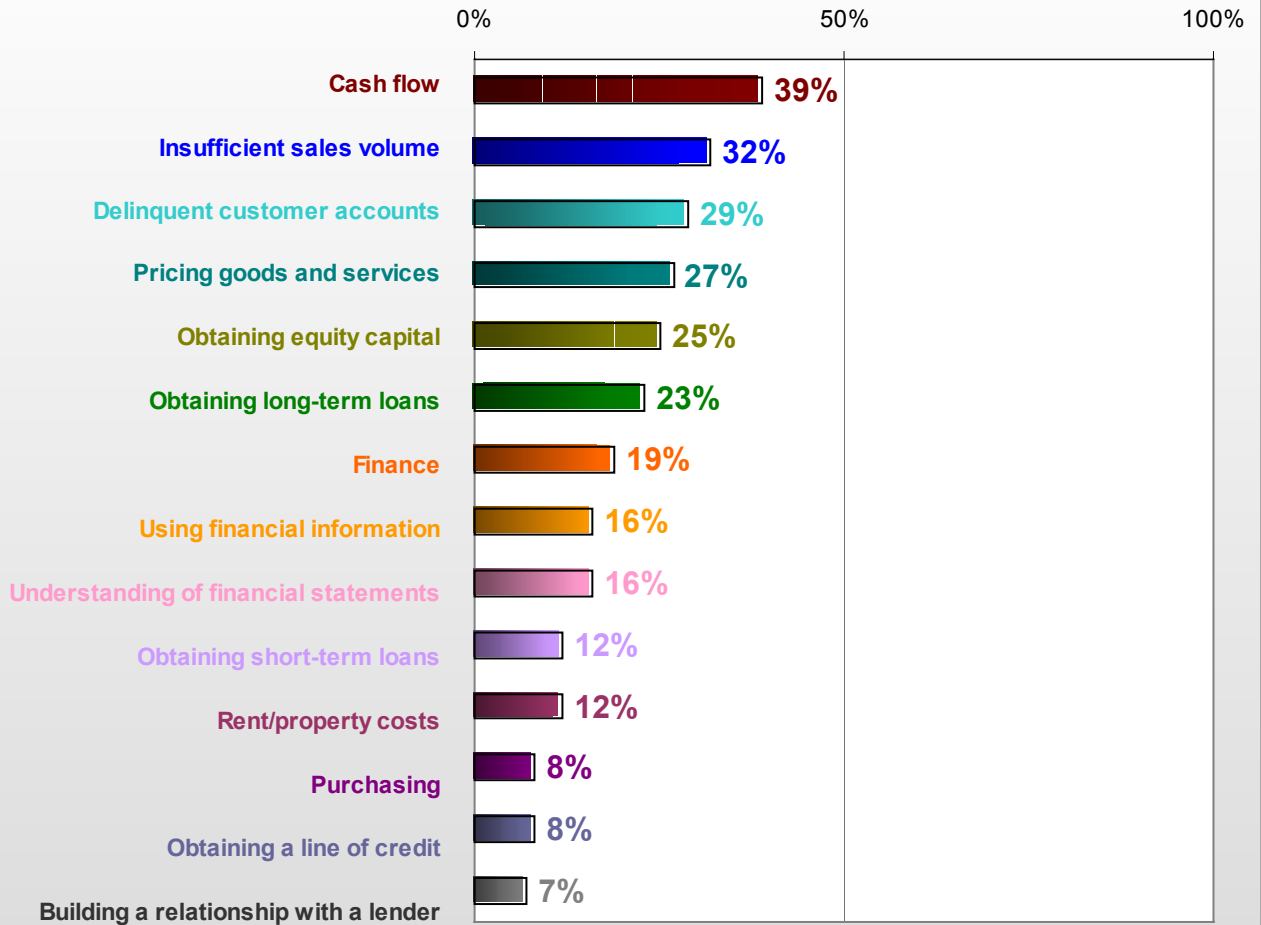
CONTENT AREAS:

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

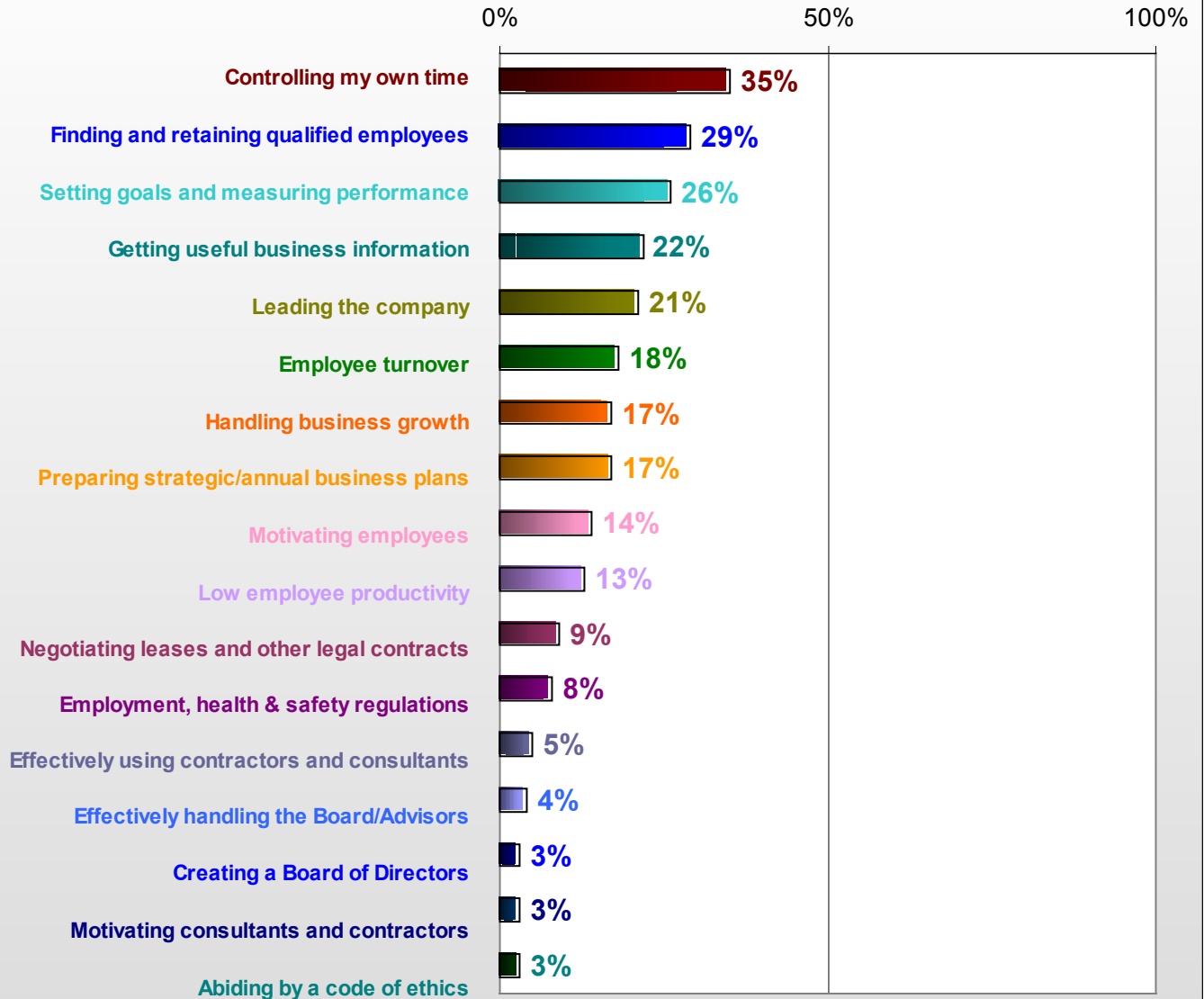
Note: Percentages may not add to 100 due to rounding and/or non-responses.



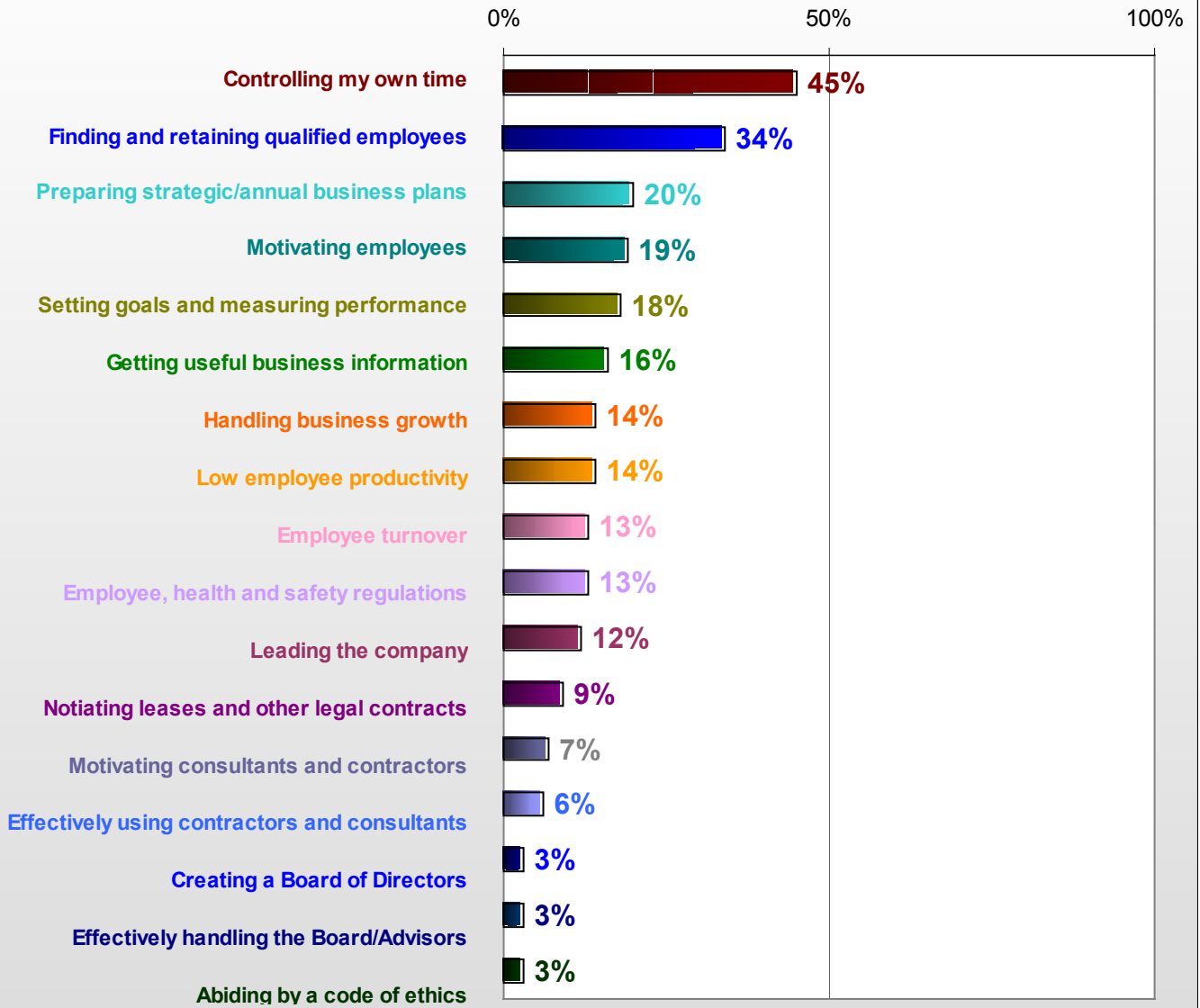
Financials: Problems **NOW**



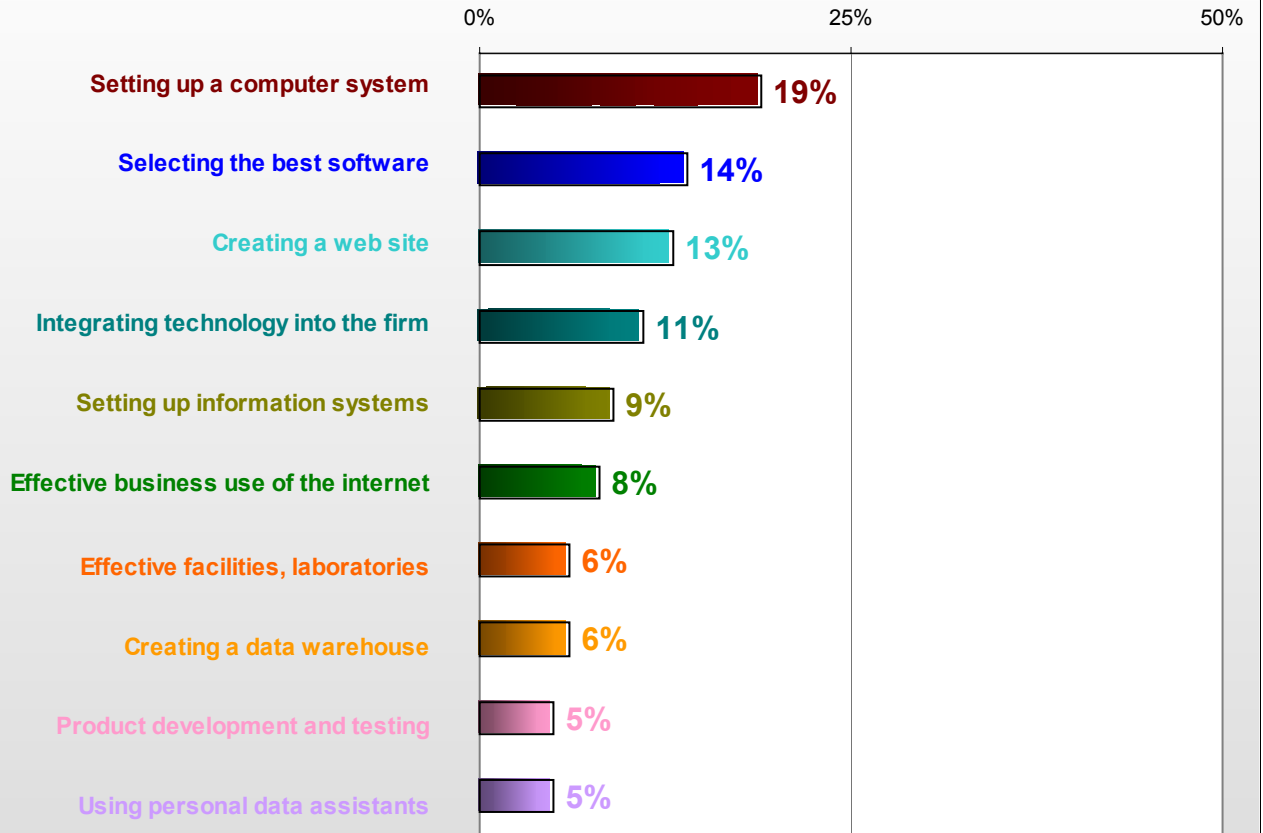
Management: Problems THEN



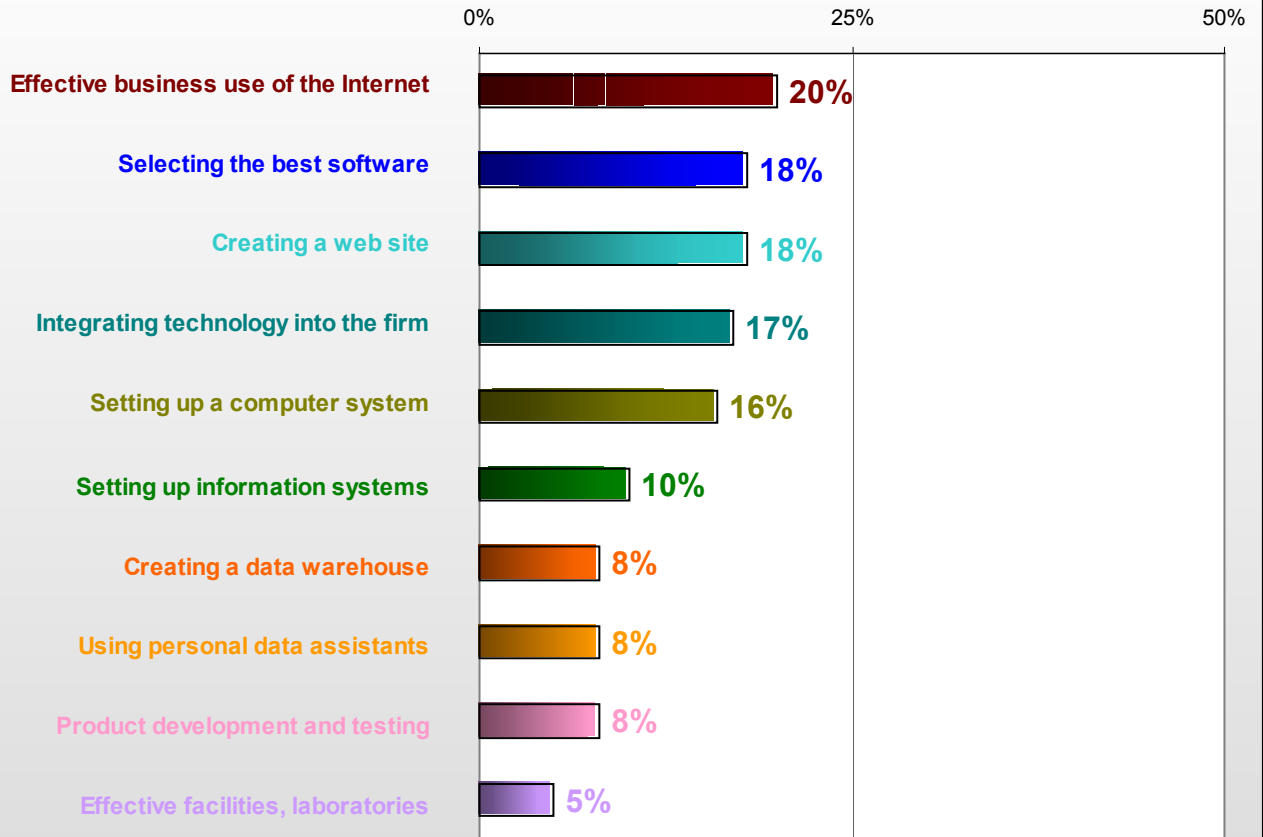
Management: Problems **NOW**



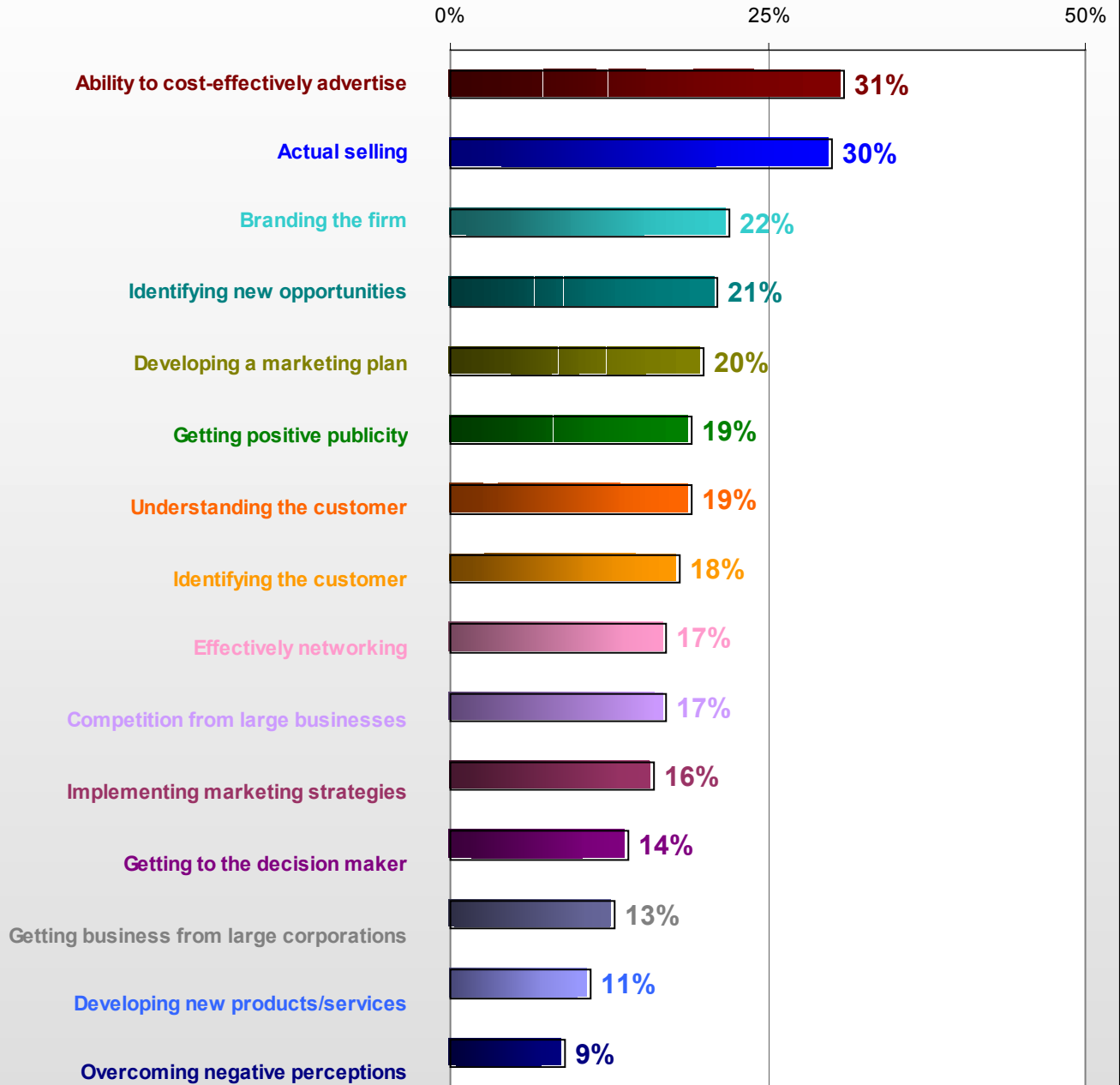
Technology: Problems **THEN**



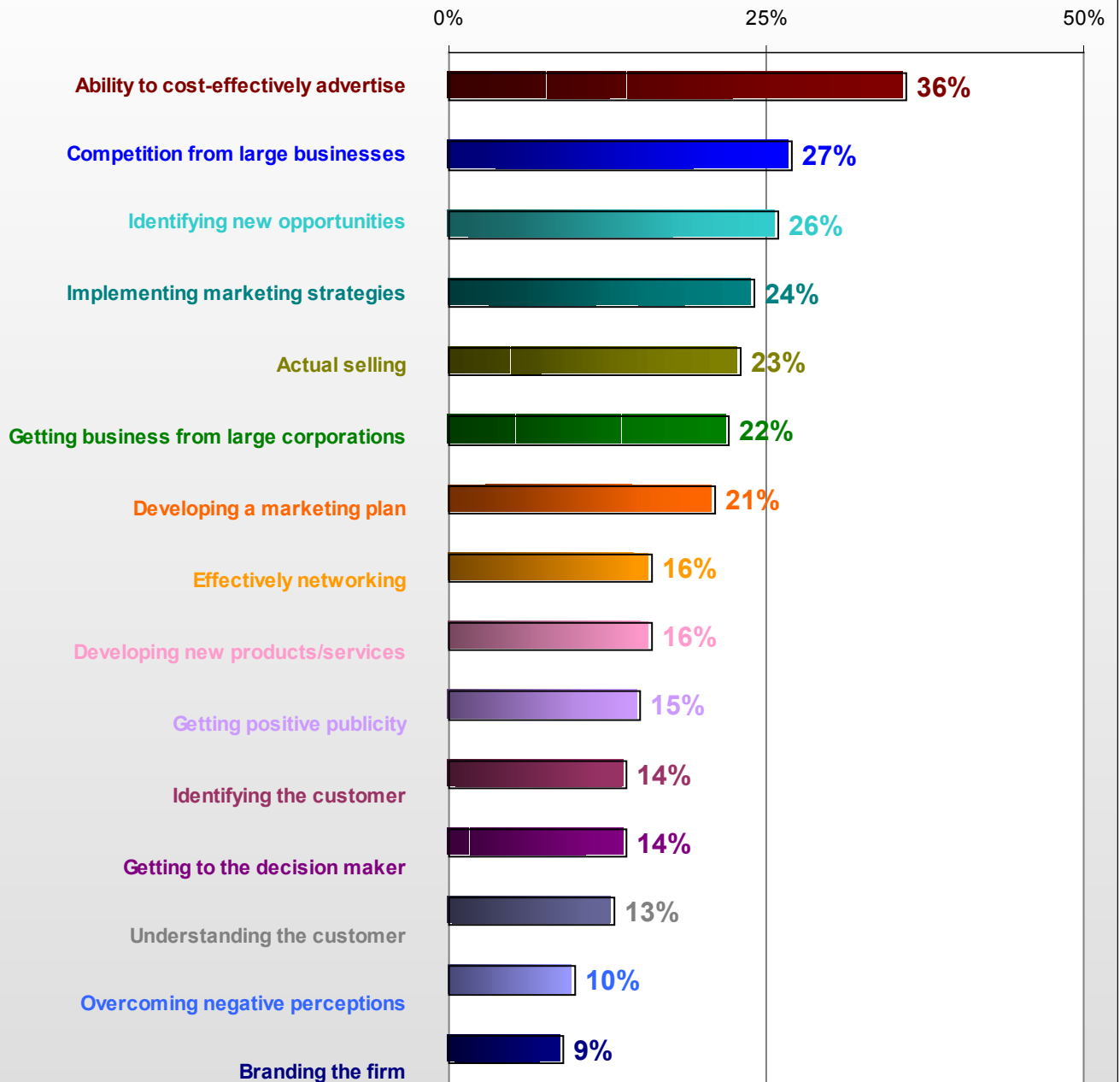
Technology: Problems **NOW**



Marketing: Problems **THEN**

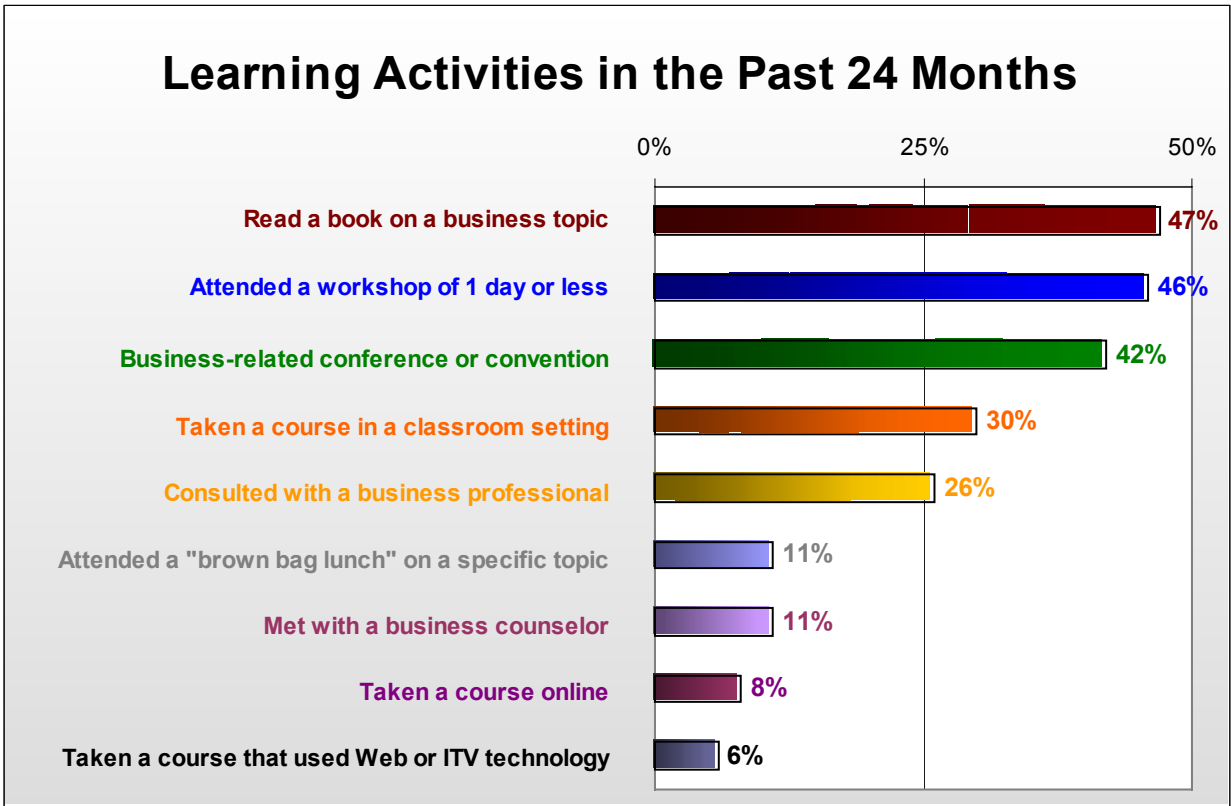
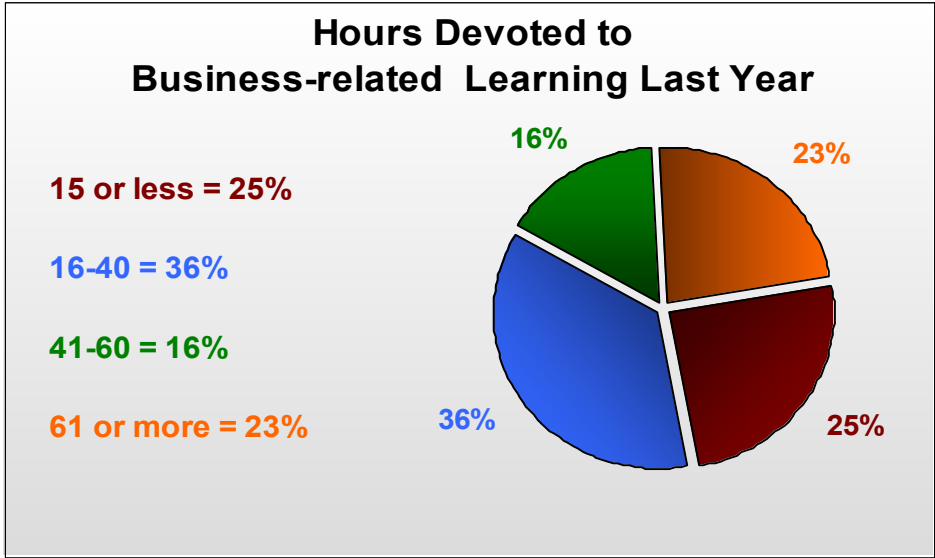


Marketing: Problems **NOW**



LEARNING STYLES:

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



New Business Practices

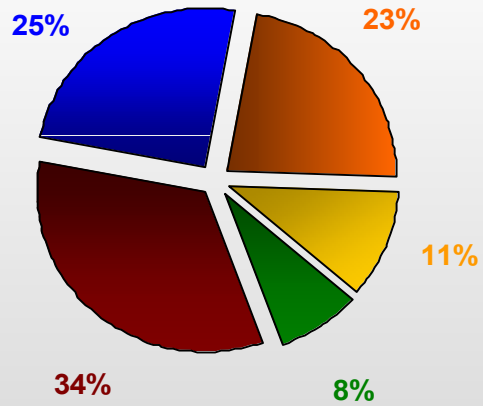
I use what is widely accepted and understood = 34%

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

I attempt to be the first to try new things = 23%

If it's not broke, I don't fix it = 11%

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 = 78%

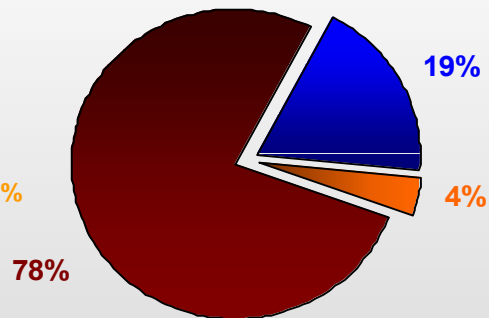
Talk with peers who may have faced similar problems = 19%

Other = 4%

Hire a consultant to find a solution = 0%

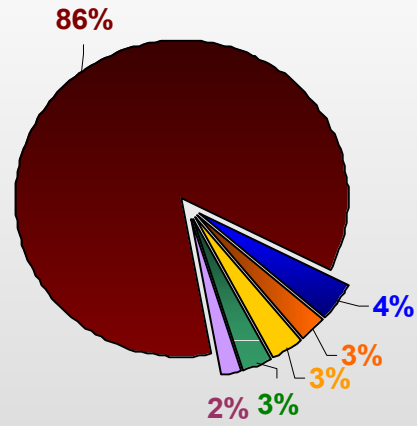
Take a course = 0%

Use the Internet = 0%



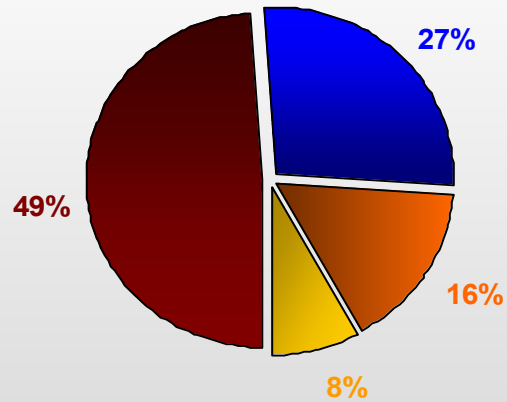
Sources Used for Business Information

- Other = 86%
- Local College or University = 4%
- University Outreach and Extension = 3%
- Small Business Development Centers (SBDC) = 3%
- Small Business Administration (SBA) = 3%
- Dept. of Economic Development = 2%

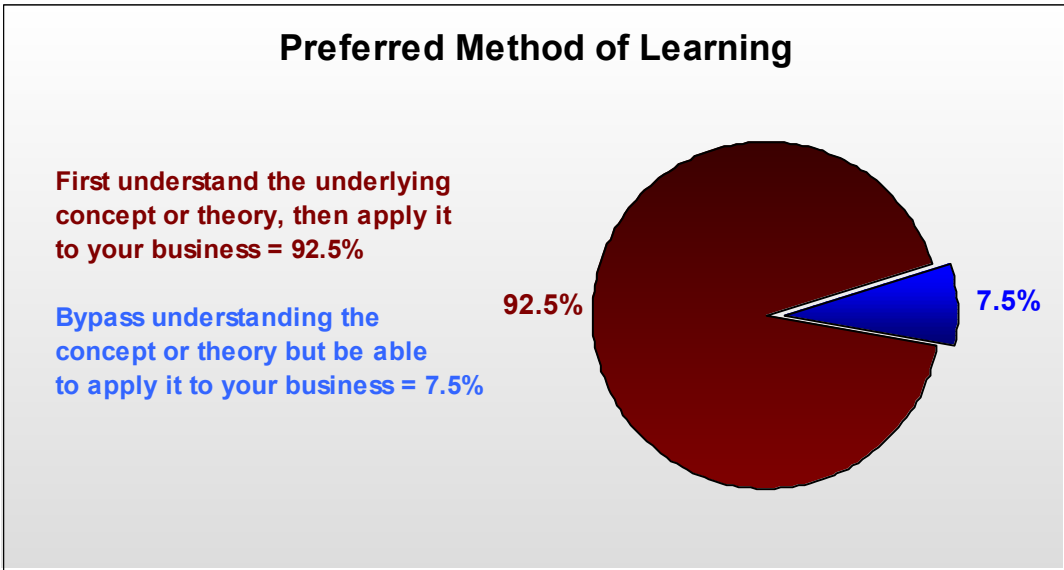


Learning New Skills & Knowledge

- Watch it demonstrated = 49%
- Listen to someone explain it = 27%
- Read about it = 16%
- Try it without guidance from anyone = 8%

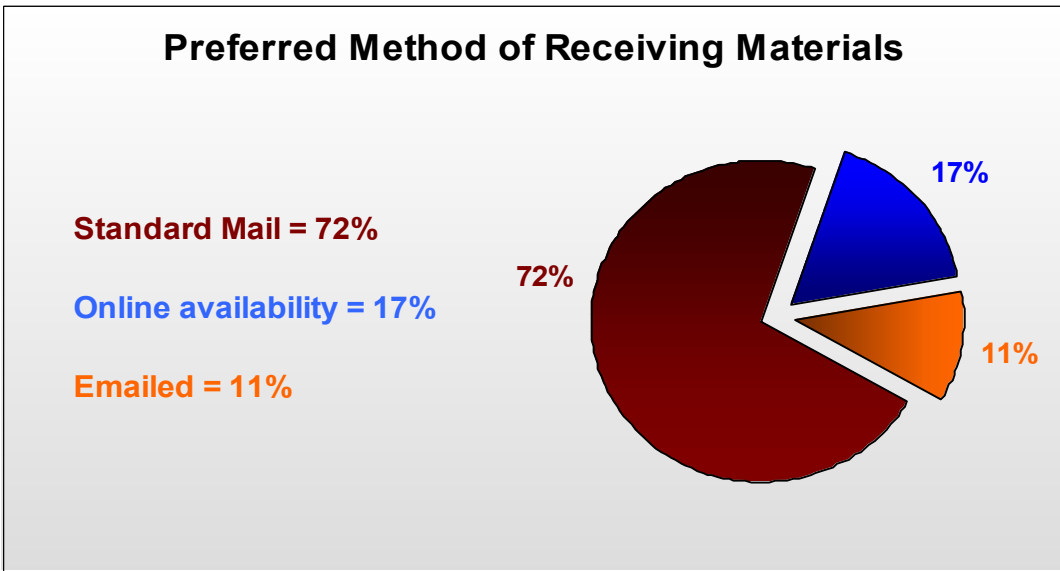
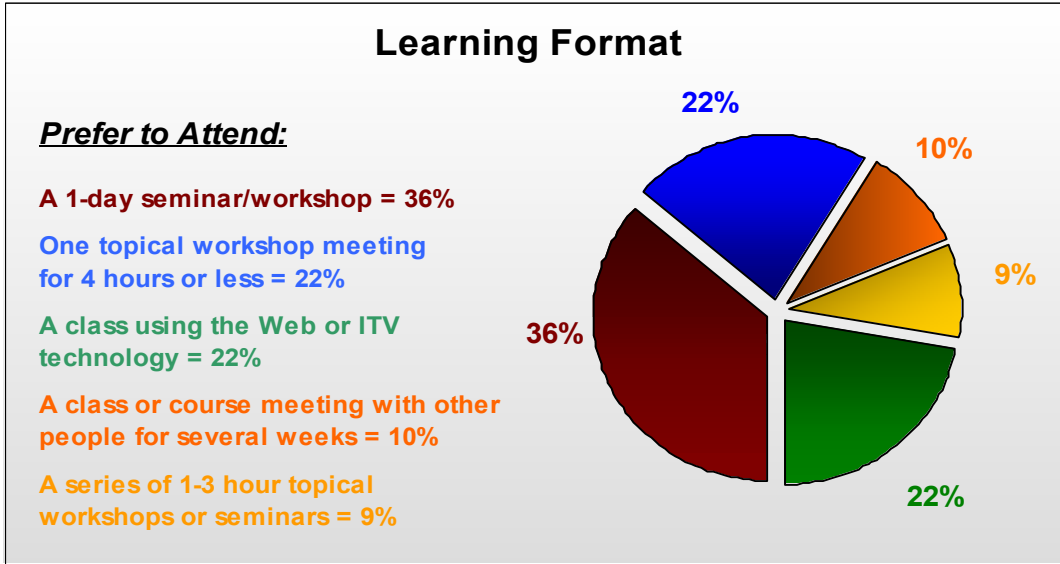


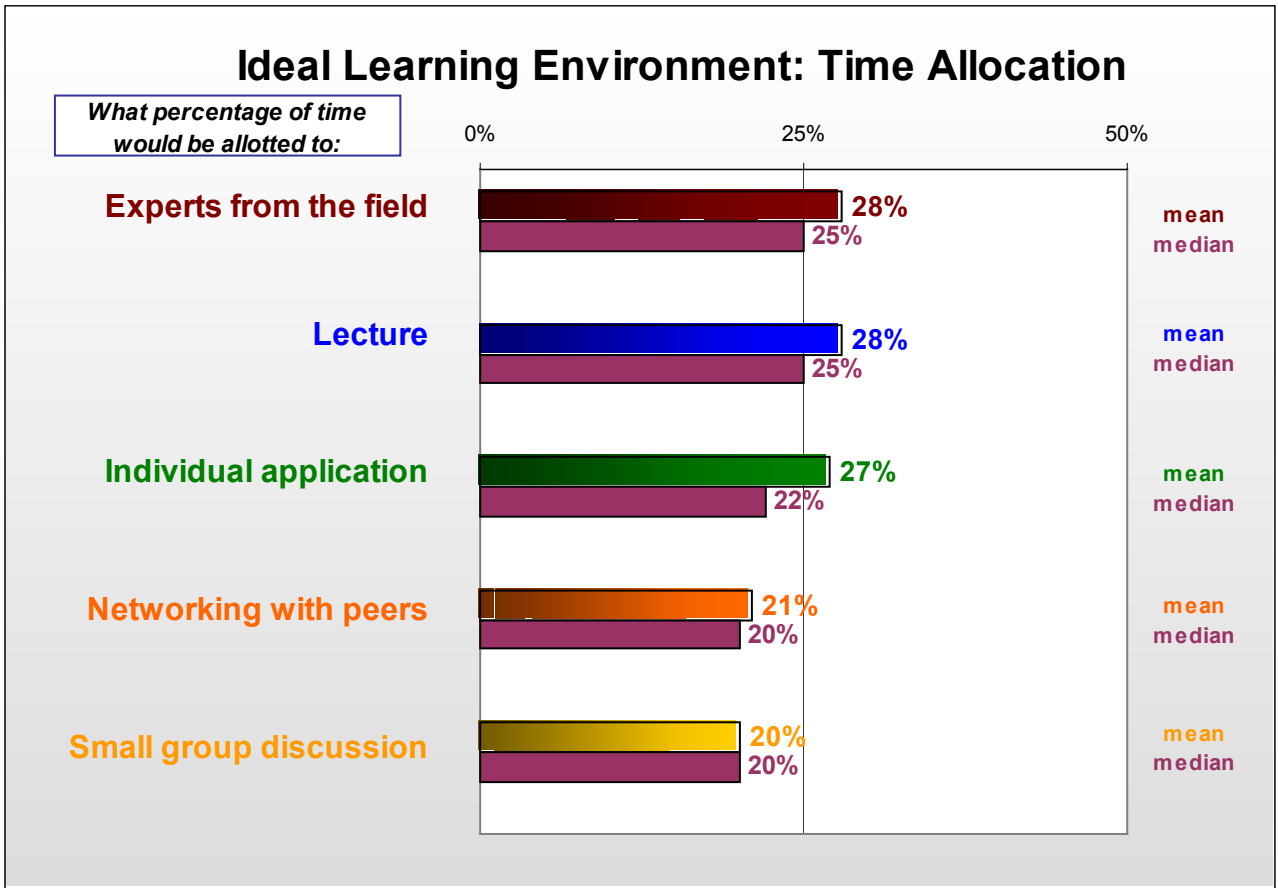
Preferred Method of Learning



DELIVERY PREFERENCES:

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Ideal Learning Environment: Activities

What percentage of time would be:

0% 25% 50% 75%

