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Northwest Indiana Entrepreneurial Opportunity Survey Analysis

Ziona Austrian
Cleveland State University, z.austrian@csuohio.edu

Merissa Piazza
Cleveland State University, m.c.piazza83@csuohio.edu

Eli Auerbach

Sunjoo Park

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JUMPSTART COMMUNITY ADVISORS

NORTHWEST INDIANA ENTREPRENEURIAL OPPORTUNITY SURVEY ANALYSIS

Prepared by:
Merissa C. Piazza
Eli Auerbach
Ziona Austrian, Ph.D.

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CENTER FOR
ECONOMIC
DEVELOPMENT

2121 Euclid Avenue Cleveland, Ohio 44115
http://urban.csuohio.edu/economicdevelopment

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EXECUTIVE SUMMARY

The Northwest Indiana Entrepreneurial Opportunity Survey was created to measure respondents' perceptions regarding access to capital, the entrepreneurial network (support and mentoring, university assistance, and networking), attitudes toward entrepreneurs, and perceptions about the impact of the current recession on entrepreneurial activity in the three-county region (Lake, LaPorte, and Porter Counties) of the Northwest Indiana region. The Northwest Indiana Entrepreneurial Opportunity Survey is one facet of a multilayered research study analyzing entrepreneurship and investment in the Northwest Indiana region. This report was prepared for JumpStart Community Advisors and is sponsored by the U.S. Economic Development Administration, the John S. and James L. Knight Foundation, and the Surdna Foundation. This survey was administered by JumpStart Community Advisors in partnership with the Greater La Porte Economic Development Corporation, the Indiana Economic Development Corporation, the Michigan City Economic Development Corporation, the Northwest Indiana Regional Planning Commission, the Northwest Indiana Workforce Board and Community Dynamics.

MAJOR FINDINGS

The Northwest Indiana Entrepreneurial Opportunity Survey revealed mixed perceptions toward the entrepreneurial climate in the Northwest Indiana region when analyzed across multiple categories. A total of 98 respondents participated in this survey. Of those respondents, a significant portion provided demographic information; 68% of the respondents are male, and 81% are *White/Caucasian*. The location in which respondents reported their business is distributed as follows: Lake County (54%), LaPorte County (18%), and Porter County (28%).

Two-thirds of the respondents (66%) identified themselves as entrepreneurs. The entrepreneur group was made up mostly of individuals who have been in business more than five years and nearly half (48%) are in the *growth* and *sustainability* stage of business. Of these entrepreneurs, 50% reported that they were *confident* or *somewhat confident* in their ability to generate support and resources for entrepreneurial activity. Although this was the perception of only half of the *entrepreneurs*, this somewhat favorable perception of entrepreneurs' capability to garner support is a positive sign for the region. Introducing resources into the Northwest Indiana entrepreneurial community may increase needed support and resources.

All respondents were questioned about their perception of the availability of capital in its various forms (debt, equity, and grants) in the Northwest Indiana region. Overall, individuals had mixed perceptions about obtaining capital, when asked if obtaining capital was easy the highest frequency of unfavorable responses (*somewhat disagree* and *disagree*) was in the category of debt from banks, with an unfavorable percentage of 27% *somewhat disagree*; and 45% *disagree*.

A key objective of this study was to examine the Northwest Indiana region's entrepreneurial ecosystem, which includes the resources of colleges and universities, business support organizations, and government, and regional networking. When surveyed about these resources, most respondents reported that colleges and universities were helpful, but a sizeable percentage of respondents (28%) reported dissatisfaction with the university resources available in regard to technology transfer and licensing. It is unclear at this time what the demand for technology transfer or licensing is in the Northwest Indiana region, but it is noteworthy that respondents are not content with the status quo. Respondents had a favorable perception of business support organizations and their ability to provide knowledge and information to start and grow a new business in the Northwest Indiana region. On the other hand, more than half of respondents replied that city governments (66%), county governments (70%), and the state government (55%) do not provide relevant services to entrepreneurs.

The ability of an entrepreneur to generate leads through networking is also important. Respondents were split evenly in their perceptions for entrepreneurs to meet and network with other in the region; 34% of respondents *agree* or *somewhat agree*, similar percent to those who selected *somewhat disagree* and disagree. Interestingly, this number increases to 44% un-favorability when examining only women respondents.

RESPONSES BY GROUP CLASSIFICATION

In order to examine the different characteristics of respondents, questions were asked about respondents' gender and age. This demographic information allowed us to compare respondents by gender and by age. Since a large number of respondents were over the age of 45, the cohort of respondents was broken into two age categories: those under the age of 45 (18 respondents) and those 45 years old and older (61 respondents). It is interesting to note that respondents 45 years and older, regardless of gender, had somewhat similar perceptions as those under the age of 45.

There were discernable differences in responses among respondents by gender. For instance, men tended to be slightly more positive than women. This gap is especially evident in reference to access to capital. When asked about access to capital, 13% of men *agreed* or *somewhat agreed* that getting access to capital from friends and family was easy; only 8% of women chose those same selections.

In addition, interesting responses occurred in regard to attitudes towards entrepreneurs by gender. Men have positive perceptions in regards to the attitudes towards entrepreneurs, especially in regards to attitudes from *Government Economic Development Agencies* (67% *agree/somewhat agree*); while barely half of women feel the same (50% *agree*/*somewhat agree*). This disparity among respondents by gender suggests the perceptions (and/or experience) of attitudes in the Northwest Indiana toward women entrepreneurs could be improved through outreach and engagement.

INTRODUCTION

This report was prepared for JumpStart Community Advisors by the Center for Economic Development at Cleveland State University's Maxine Goodman Levin College of Urban Affairs. The report analyzes respondent data from the Northwest Indiana Entrepreneurial Opportunity Survey. This survey was administered by JumpStart Community Advisors in partnership with the Greater La Porte Economic Development Corporation, the Indiana Economic Development Corporation, the Michigan City Economic Development Corporation, the Northwest Indiana Regional Planning Commission, the Northwest Indiana Workforce Board and Community Dynamics.

The Northwest Indiana region is defined for this study as the three-county region including Lake, LaPorte, and Porter Counties.

The structure of this report is such that in most instances throughout the analysis, a graphic or table is followed by bullet points highlighting the observations of collected and studied data. In addition, boxes entitled "Q" represent the question posed to survey participants; responses are tabulated below the boxes. Non-response rates are included below the tables; non-response rates were not calculated by age and gender. Questions have been re-ordered from the original survey instrument for analysis purposes.

METHODOLOGY

The objective of the Northwest Indiana Entrepreneurial Opportunity Survey is to provide information about the **perceptions** of entrepreneurs and those involved in the entrepreneurial network in the Northwest Indiana region. This is part of a multilayered research study that includes economic research, face-to-face interviews, focus groups, and additional methods designed to create a Regional Entrepreneurial Action Plan for the region.

JumpStart Community Advisors collected the contact information of entrepreneurs and those involved in entrepreneurial networks in the Northwest Indiana region and disseminated the web-based survey via email. The Northwest Indiana Entrepreneurial Opportunity Survey was promoted by JumpStart Community Advisors, the Greater La Porte Economic Development Corporation, the Indiana Economic Development Corporation, the Michigan City Economic Development Corporation, the Northwest Indiana Regional Planning Commission, the Northwest Indiana Workforce Board, and Community Dynamics.

The Northwest Indiana Entrepreneurship Survey was conducted jointly with the North Central Indiana Entrepreneurship Survey over a 9-week period between January 28, 2011, and March 4, 2011. The survey was promoted in an initial email and two follow-up email blasts to the Northwest Indiana entrepreneurial community. In order to distinguish between the Northwest Indiana region and the North Central Indiana region, zip codes were used to allocate respondents to a particular county in each region. When zip code data was unavailable, a respondent's region was identified from the regional internet service provider (ISP); if the ISP address was registered in a Chicago or Illinois area, they were classified as a respondent in the Northwest Indiana region because this region borders these areas.

A total of 98 respondents participated in the Northwest Indiana Entrepreneurial Opportunity Survey. It is important to take this number of respondents into consideration when examining tabulations by gender and by age because of the low participation of this survey.

It is important to address the types of bias that can be detected in survey responses for the Northwest Indiana Entrepreneurial Opportunity Survey. Even with significant attempts by JumpStart Community Advisors to obtain contact information for all entrepreneurs and those involved in the Northwest Indiana region's entrepreneurial network, selection bias has occurred because the individuals and groups that received the survey were not part of a random sample, i.e., they were selected based upon prior knowledge of the identity of the potential respondent. In addition, response bias can be detected in the method of dissemination and collection; if a respondent did not have an email address or access to a computer, they were unable to participate in the survey and were not counted. Furthermore, it is not known if one particular group was overrepresented or underrepresented because of the aforementioned unmeasured responses and non-response bias.

For more information on the Northwest Indiana Entrepreneurial Opportunity Survey Instrument, please see Appendix B, Table B.1.

SURVEY RESPONSE ANALYSIS

DEMOGRAPHIC CHARACTERISTICS

Table 1. Respondent Count by County

Indiana County	Respondent Count	Percentage of Respondents
Lake	43	54%
LaPorte	14	18%
Porter	22	28%
Total	**79**	**100%**

Note: Due to rounding, percentages may not be exact;
The non-response rate for this question was 19.4% (19 out of 98 respondents).

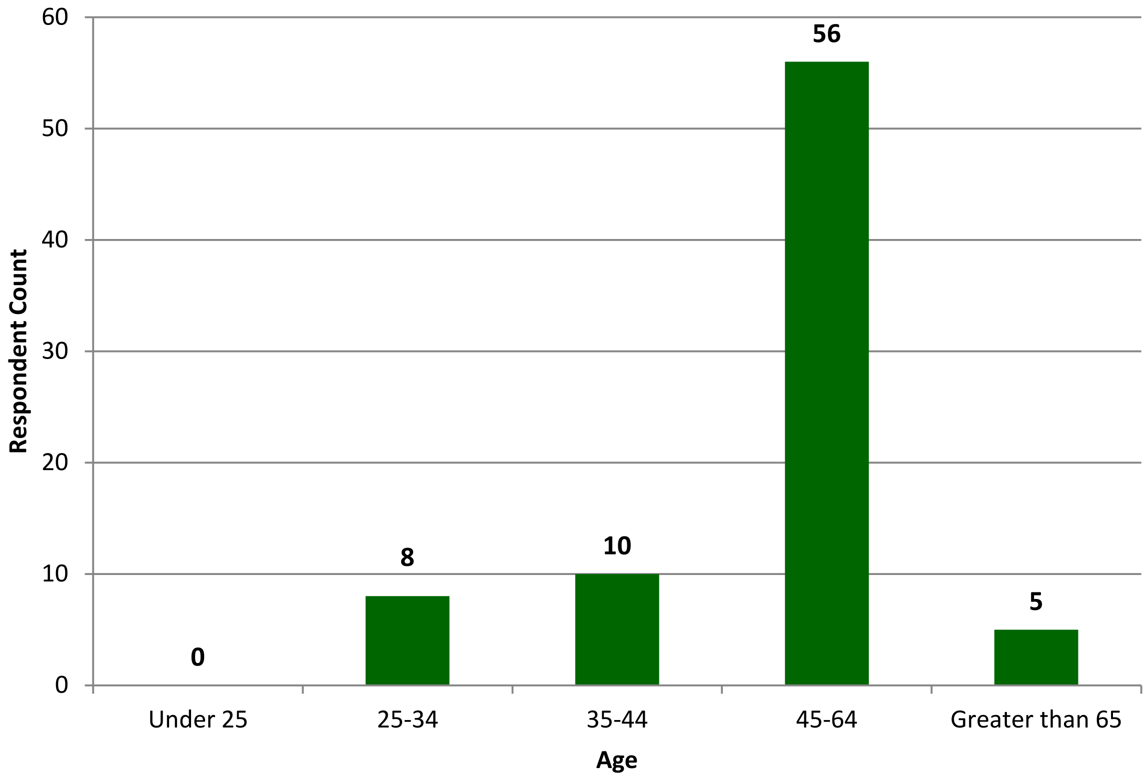
Table 2. Respondent Count by Gender

Gender	Respondent Count	Percentage of Respondents
Female	25	32%
Male	54	68%
Total	**79**	**100%**

Note: Due to rounding, percentages may not be exact;
The non-response rate for this question was 19.4% (19 out of 98 respondents).

- The demographic characteristics of survey respondents are necessary to evaluate respondent perceptions by location, gender, and age.
- Of the 79 respondents that identified their primary business location, the largest number of respondents were from Lake County (54%), followed by 28% in Porter County and 18% in LaPorte County (Table 1).
- In total, 25 women (32% of respondents) and 54 men (68% of respondents) identified their gender (Table 2).

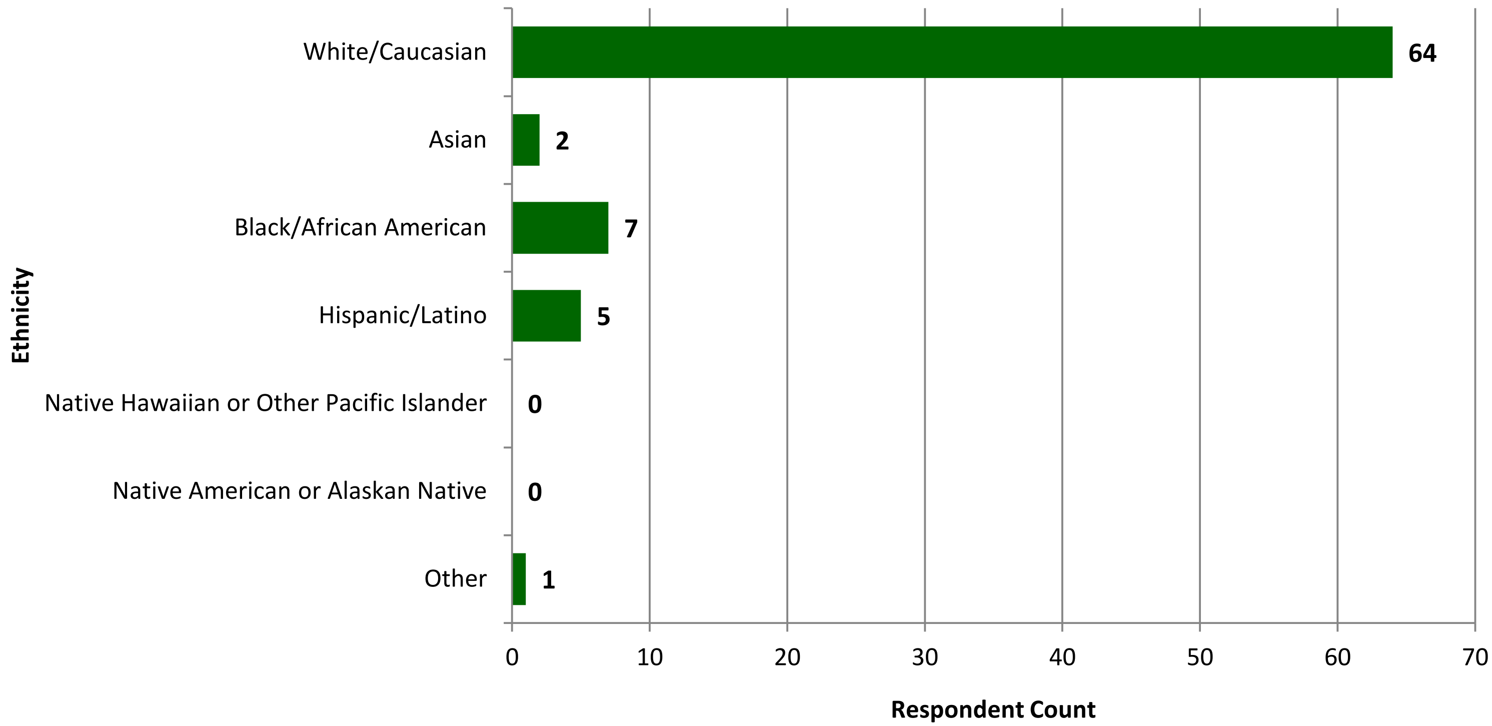
Figure 1. Respondent Count by Age



Note*:* The non-response rate for this question was 19.4% (19 out of 98 respondents).

- Of the 79 respondents who disclosed their age, 71% (56 respondents) were between the ages of 45 and 64. Overall, over 77% of the respondents were 45 years or older (Figure 1).
- Those under the age of 45 accounted for 23% of the respondents who disclosed their age.

Figure 2. Respondent Count by Ethnicity



Note: The non-response rate for this question was 19.4% (19 out of 98 respondents).

- A vast majority of respondents self-identified their ethnicity as *White/Caucasian* (81%) (Figure 2). The proportion of respondents who self-identified as *White/Caucasian* reflects a previous study conducted by the Center for Economic Development that shows the largest population group in Northwest Indiana to be *White/Caucasian*, which accounts for almost 73% of the population.[1]

[1] Center for Economic Development, "Northwest Indiana Regional Analysis: Demographics, Economy, Entrepreneurship and Innovation." Revised January 2011

SELF-IDENTIFIED ROLE IN ENTREPRENEURSHIP

Q: PLEASE IDENTIFY YOUR ROLE IN ENTREPRENEURSHIP. *(SELECT ONLY ONE.)*

1. Entrepreneur
2. Investor
3. Work for economic development organization
4. Work for or volunteer with an organization supporting entrepreneurship
5. Other ___________________

Table 3. Self-Identified Role in Entrepreneurship

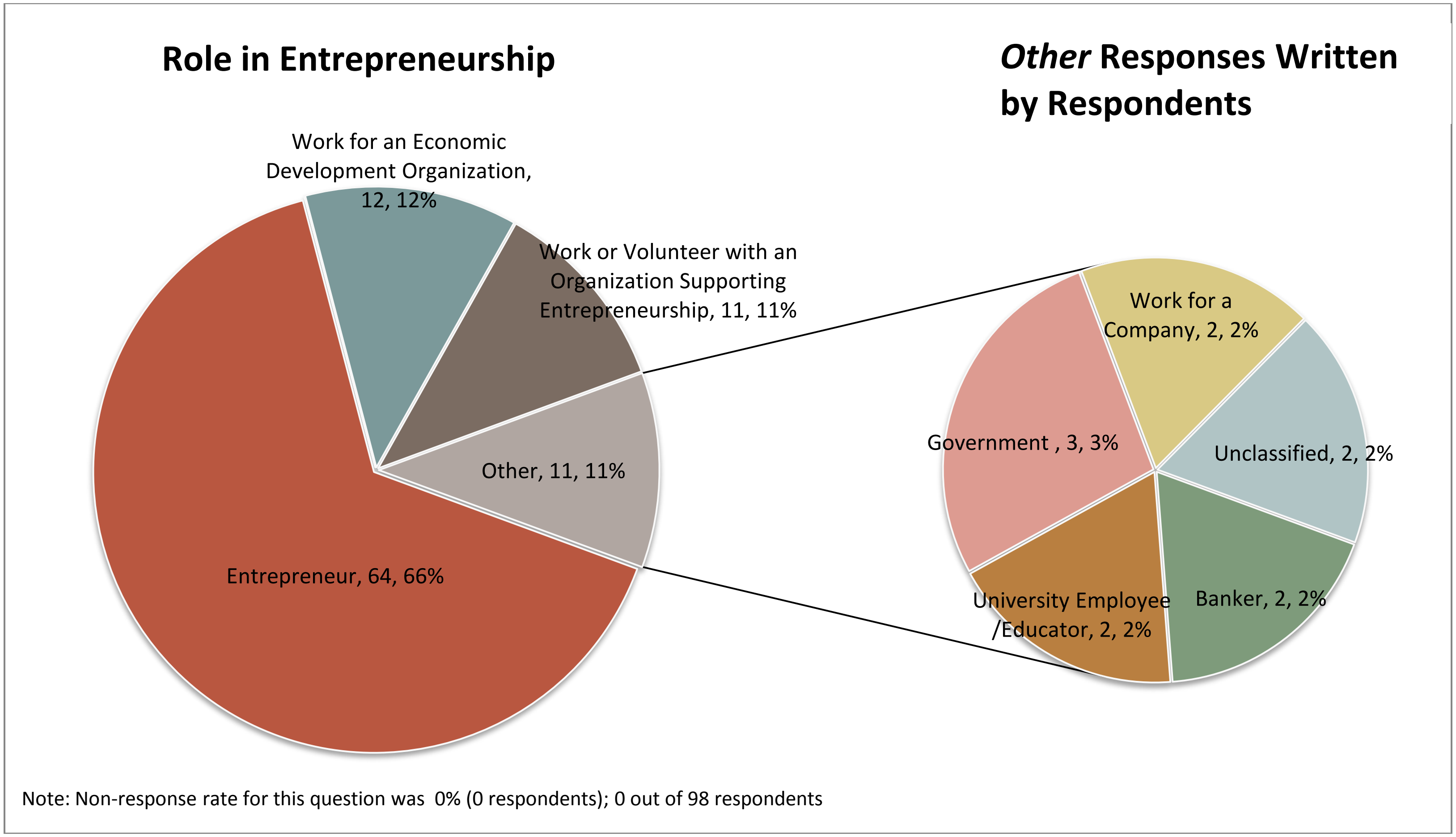
Entrepreneurship Self-Identification Categories	Respondent Count	Percentage of Respondents
Entrepreneur	64	66%
Investor	0	0%
Work for an Economic Development Organization	12	12%
Work or Volunteer with an Organization Supporting Entrepreneurship	11	11%
Other	11	11%
Total	**98**	**100%**

Note: Due to rounding, percentages may not be exact;
The non-response rate for this question was 0% (0 out of 98 respondents).

- Survey participants were asked what role they play in entrepreneurship in the Northwest Indiana region; all survey participants responded to this question.
- The largest respondent category was *Entrepreneur* with more than six out of every 10 respondents (66%) self-identifying themselves in this manner (Table 3) (Figure 3).
- The second largest respondent category was *Work for an Economic Development Organization* (12 respondents, 12%).
- A slightly larger percentage of women (68%) self-identified as entrepreneurs than men (65%). For more information on Self-Identified Role in Entrepreneurship by Gender, see Appendix A, Table A.1.
- Examining respondents by age, a similar percentage of respondents from either age group self-identified as entrepreneurs (under the age of 45; 66% versus 45 years old or older; 66%). For more information on Self-Identified Role in Entrepreneurship by Age, see Appendix A, Table A.2.

SELF-IDENTIFIED *OTHER*

Figure 3. Self-Identified Role in Entrepreneurship



- Over 11% of respondents self-identified as *Other*; Figure 3 groups those written-in responses; these could account for a majority of *Other* responses.

Self-Identified *Entrepreneur*

Note: If a respondent selected *Entrepreneur* in the previous question, they were given the following 3 questions.

Situation as an Entrepreneur

Q: Please choose the option that BEST describes your situation as an entrepreneur:

1. *I started a business more than five years ago*
2. *I started a business three to five years ago*
3. *I started a business within the past two years*
4. *I am in the planning stages for my new business*
5. *I want to start my own business within the next year*
6. *I want to start my own business within the next five years*

Table 4. Description of Situation for Respondents Who Self-Identified as *Entrepreneurs*

Self-Identified as *Entrepreneurs* Description	Respondent Count	Percentage of Respondents
I started a business more than five years ago	31	49%
I started a business three to five years ago	11	17%
I started a business within the past two years	13	20%
I am in the planning stages for my new business	7	11%
I want to start my own business within the next year	2	3%
I want to start my own business within the next five years	0	0%
TOTAL	**64**	**100%**

Note: Due to rounding, percentages may not be exact;
The non-response rate for this question was 0% (0 out of 64 respondents).

- Slightly less than half (49%) of the respondents who self-identified as an *entrepreneur* reported that they started their business more than five years ago (Table 4).
- The second largest category was those respondents who started a business within the last two years (20%).
- Those self-identified entrepreneurs whose entrepreneurial activity is in the initial stages (*planning stages* or *want to start a business in the next year* or *the next five years*) accounted for only 9 respondents (14%).

Stage of Business

Q: AT WHAT <u>STAGE</u> IS YOUR BUSINESS? *(IF YOU HAVE MULTIPLE ENTREPRENEURIAL ENDEAVORS, PLEASE ANSWER FOR THE ONE FURTHEST AHEAD IN THE PROCESS.)*

1. ***Imagining*** *- Both business concept and product or service are, for the most part, still ideas. If your concept is technology-based, the technology is still in the lab stage for proof of concept testing, defining performance specifications, or development of Intellectual Property protection. There are no customers or revenue.*

2. ***Incubating*** *- Business plans are being developed based on market research, and work is focused on building a prototype or working model.*

3. ***Demonstrating*** *- A formal business plan is completed, your product or service has entered the market, and you are learning about customer receptivity to performance, quality, and pricing.*

4. ***Market Entry*** *- Your business is active in sales, marketing, operations, and beginning to grow.*

5. ***Growth & Sustainability*** *- You are engaged in improving market share, reducing costs, increasing profits, and improving your product or service.*

Table 5. Respondents Who Self-Identified as *Entrepreneurs* by Description of Business Stage

	Respondent Count	Percentage of Respondents
Imagining	1	2%
Incubating	7	12%
Demonstrating	11	18%
Market Entry	12	20%
Growth & Sustainability	29	48%
Total	**60**	**100%**

Note: Due to rounding, percentages may not be exact;
The non-response rate for this question was 6.3% (4 out of 64 respondents).

- Those respondents who self-identified as an *entrepreneur* were presented with a question asking what stage of the entrepreneurial process their business is in currently (Table 5).
- Approximately one third (32%) of the respondents who self-identified as *entrepreneurs* were in the first three stages (*Imagining*, *Incubating*, and *Demonstrating*). This timeframe is referred to as the "Valley of Death", the stage where JumpStart Ventures in Northeast Ohio focuses its funding and assistance. The majority, however, of respondent *entrepreneurs* (68%) have grown beyond this phase.

Entrepreneurs by Stage of Business

Table 6. Respondents Who Self-Identified as *Entrepreneurs* by Time in Business and Business Stage

Self-Identified Situation as an Entrepreneur	Total Respondent Count	Respondent Count: At What Stage is Your Business? Imagining	Incubating	Demonstrating	Market Entry	Growth & Sustainability
I started a business more than five years ago	**29**	0	0	2	3	24
I started a business three to five years ago	**11**	0	3	0	4	4
I started a business within the past two years	**12**	1	0	6	4	1
I am in the planning stages for my new business	**7**	0	3	3	1	0
I want to start my own business within the next year	**1**	0	1	0	0	0
I want to start my own business within the next five years	**0**	0	0	0	0	0
Total	**60**	**1**	**7**	**11**	**12**	**29**

Note*:* The non-response rate for this question was 6.3% (4 out of 64 respondents).

- Examining respondent counts by both their self-identified situation as an entrepreneur and their business stage reflects their time in the entrepreneurial cycle.
- The most selected category was those entrepreneurs who started their *business more than five years ago* and had a business that was in the *growth and sustainability* stage (24 respondents) (Table 6).
- It is interesting to note that 42% of those entrepreneurs who started their business *within the past two years* are in the *market entry* or *growth and sustainability* stage. We would expect that those entrepreneurs who have been in business for only two years would still be in one of the first three business stages. That would vary, however, with the type of product or service they are developing.

Entrepreneur Ability to Generate Support

Q: IF YOU STARTED A BUSINESS IN THE LAST FIVE YEARS AND THE BUSINESS IS STILL RUNNING, HOW CONFIDENT ARE YOU THAT YOU WILL BE ABLE TO GENERATE THE SUPPORT AND RESOURCES YOU NEED TO CONTINUE SUCCESSFULLY?

Not Confident	*Somewhat Not Confident*	*Neutral*	*Somewhat Confident*	*Confident*	*N/A*
1	*2*	*3*	*4*	*5*	

Table 7. Respondents' Who Self-Identified as *Entrepreneurs* Perceptions of Ability to Generate Support and Resources for Entrepreneurial Activity

	Respondent Count	Percentage of Respondents
Confident	16	27%
Somewhat Confident	14	23%
Neutral	4	7%
Somewhat Not Confident	4	7%
Not Confident	7	12%
N/A	15	25%
Total	**60**	**100%**

Note: Due to rounding, percentages may not be exact;
The non-response rate for this question was 6.3% (4 out of 64 respondents).

- Those respondents who self-identified as *entrepreneurs* were presented with a question asking how confident they are of their ability to generate support and resources to continue being successful (Table 7).
- Fifty percent (50%) of respondents indicated that they were *confident* or *somewhat confident* that they would be able to garner support and resources for their entrepreneurial ventures.
- It is worthy of note that of respondent entrepreneurs, 25% reported *N/A* in their perception to generate support and resources for their activities; this may be related to the large quantity of respondents who were in the *Growth and Stability* phase in Table 6.

SELF-IDENTIFIED INDUSTRY

Q: IN WHAT INDUSTRY(S) DO YOU WORK OR INVEST? IF YOU CHOOSE *OTHER*, PLEASE SPECIFY YOUR INDUSTRY IN THE SPACE PROVIDED.

- Aerospace & Defense
- Agriculture
- Automotive & Transportation
- Banking
- Bioscience/Biotechnology
- Business Products & Services
- Chemicals
- Clinical Healthcare
- Computer Hardware
- Computer Software: Internet, SAS, Social Networking, Other
- Computer Services: Installation, Networking, Repair
- Construction
- Consumer Products & Services
- Education
- Electronics
- Energy: Advanced, Alternative Products and Services
- Environmental Services & Equipment
- Financial Services
- Food & Beverages
- Healthcare IT
- Industrial Manufacturing
- Information Technology
- Insurance
- Leisure & Travel
- Media & Entertainment
- Medical Devices
- Metals & Mining
- Pharmaceuticals
- Real Estate
- Retail
- Security Products & Services
- Telecommunications
- Transport Services
- Utilities
- Other

- Survey participants were asked to identify the industry in which they work or invest. Twenty-two (22) respondents selected more than one industry category, resulting in 187 total responses (Table 8).
- The largest number of responses for one category (except *Other*) was in *Business Products and Services* (16 respondents, 9%), followed by *Consumer Products and Services* (15 respondents, 8%). *Real Estate* was the third largest industry (12 respondents, 6%)
- Among all male respondents and female respondents, the most common selection was *Other*. The second-most selected industry for male respondents was *Real Estate* (8%) and for female respondents was *Business Products and Services* (15%). For more information on Industry Self-Identification by Women, see Appendix A, Table A.3., and for Industry Self-Identification by Men, see Appendix A, Table A.4.
- Men who self-identified as entrepreneurs selected *Other* and *Construction* as their top industries while the top industries selected by women entrepreneurs were *Other* and *Business Products and Services.*
- The most selected industry for respondents over the age of 45 (except *Other*) was *Customer Products and Services* (10%). Among those respondents under the age of 45, the most selected industry was *Business Products and Services* (21%). For more information on Industry Self-Identification by Age, see Appendix A, Tables A.5. and A.6.

Table 8. Self-Identified Business Industry

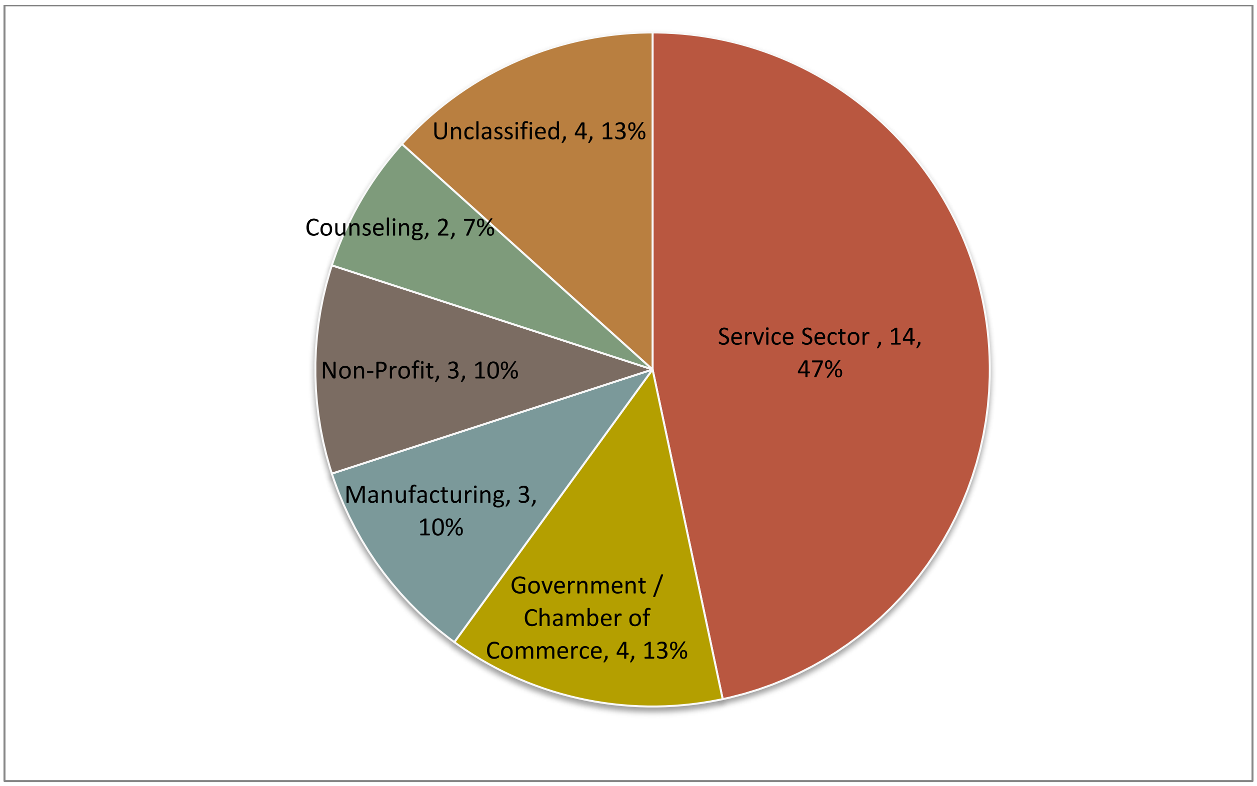
Industry	Respondent Count
Business Products & Services	16
Consumer Products & Services	15
Real Estate	12
Computer Services: Installation, Networking, Repair	11
Electronics	8
Automotive & Transportation	7
Energy: Advanced, Alternative Products and Services	7
Industrial Manufacturing	7
Retail	7
Computer Hardware	6
Construction	5
Financial Services	5
Transport Services	5
Banking	4
Bioscience/Biotechnology	4
Food & Beverages	4
Healthcare IT	4
Media & Entertainment	4
Telecommunications	4
Utilities	4
Information Technology	3
Computer Software: Internet, SAS, Social Networking, Other	2
Environmental Services & Equipment	2
Leisure & Travel	2
Medical Devices	2
Agriculture	1
Chemicals	1
Clinical Healthcare	1
Education	1
Insurance	1
Metals & Mining	1
Security Products & Services	1
Aerospace & Defense	0
Pharmaceuticals	0
Other	30
Total	**187**

Note: Respondents selected more than one industry.

Table 9. Self-Identified Role – *Other* as Business Industry

Written Responses from *Other Industry* Category	Respondent Count
Service Sector	14
Government/Chamber of Commerce	4
Manufacturing	3
Non-Profit	3
Counseling	2
Unclassified	4
Total	**30**

Figure 4. Written Responses from *Other Industry* Category



- Of the 30 survey participants who answered *Other Industry*, 14 respondents were working in *Service Sector* and 4 were each working for *Government/Chamber of Commerce* or *Unclassified* (Table 9 & Figure 4).

CAPITAL

Q: Getting access to capital for new businesses from the following sources in the Northwest Indiana Region is <u>easy</u>. *(Please rate each using the following scale.)*						
	Disagree 1	*Somewhat Disagree 2*	*Neutral 3*	*Somewhat Agree 4*	*Agree 5*	*N/A*
• *Debt - Banks*						
• *Debt - Other Sources*						
• *Equity - Friends/Family*						
• *Equity – Angel Capital*						
• *Equity – Venture Capital*						
• *Grants – Local/Regional*						
• *Grants – State*						
• *Grants – Federal*						

Table 10. Perceptions of Access to Capital

	Respondent Count							
	Sources of Capital in the Northwest Indiana Region							
	Debt - Banks	Debt - Other Sources	Equity - Friends/ Family	Equity - Angel Capital	Equity – Venture Capital	Grants – Local / Regional	Grants - State	Grants - Federal
Agree	5	3	4	0	0	1	2	2
Somewhat Agree	6	3	6	5	4	7	5	5
Neutral	6	15	33	17	15	10	12	10
Somewhat Disagree	23	22	17	16	16	19	15	18
Disagree	38	29	11	31	34	36	38	36
N/A	7	13	14	16	16	12	13	14
Total	**85**	**85**	**85**	**85**	**85**	**85**	**85**	**85**

Note*:* The non-response rate for this question was 13.3% (13 out of 98 respondents).

- Respondents were asked their perceptions about the access to capital for three major categories: debt, equity, and grants. In order to gauge the levels within these categories, they were broken down into subcomponents: *Debt—Banks, Debt—Other Sources, Equity—Friends/Family, Equity – Angel Capital, Equity – Venture Capital, Grants –Local/Regional, Grants – State, Grants – Federal* (Table 10).
- Examining responses in the categories *somewhat disagree* and *disagree* shows that respondents had mixed perceptions of obtaining access to capital in Northwest Indiana. These responses ranged from 33% (*Equity – Friend/Family*) to 72% (*Debt – Banks*) of respondents who viewed access to capital unfavorably.
- Looking at responses by only those who self-identified as entrepreneurs shows that entrepreneurs, similar to all respondents, had mixed perceptions of obtaining access to capital. These responses ranged from 39% *somewhat disagree/disagree* for *Equity – Friend/Family* to 70% for the category *Banks - Debt.*
- When comparing the perceptions of access to capital by gender, women have a more negative outlook than men, especially in reference to access to *Equity – Friends and Family* (24% of men *somewhat disagreed* or *disagreed* that getting access to equity from friends and family was easy; 56% of women chose these selections). For more information on Perceptions of Access to Capital by Gender, see Appendix A, Tables A.7. and A.8.
- The perceptions of access to capital by respondent based upon age show that people under the age of 45 have a slightly more positive outlook than those 45 and older. For more information on Perceptions of Access to Capital by Age, see Appendix A, Tables A.9. and A.10.

NETWORK

Support and Mentoring

Q: Getting access to helpful support services and mentoring is EASY for startup businesses in the Northwest Indiana Region.

Disagree	*Somewhat Disagree*	*Neutral*	*Somewhat Agree*	*Agree*	*N/A*
1	*2*	*3*	*4*	*5*	

Table 11. Perceptions of Access to Support Services and Mentoring

	Respondent Count	Percentage of Respondent Count
Agree	16	19%
Somewhat Agree	17	20%
Neutral	13	15%
Somewhat Disagree	25	29%
Disagree	11	13%
N/A	3	4%
Total	**85**	**100%**

Note: Due to rounding, percentages may not be exact;
The non-response rate for this question was 13.3% (13 out of 98 respondents).

- Respondents were asked about their perceptions of access to support services and mentoring for startup businesses in the Northwest Indiana region.
- More respondents disagreed than agreed that access to support services was easy (39% *agree or somewhat agree* versus 42% *somewhat disagree* or *disagree*) (Table 11).
- Entrepreneurs were more negative in contrast to all respondents with 30% in agreement (*agree* or *somewhat agree*) versus 49% in disagreement (*somewhat disagree* or *disagree*).

Table 12. Perceptions of Access to Support Services and Mentoring by Age

	Respondent Count (<45 Years)	Percentage of Respondent Count (<45 Years)	Respondent Count (≥45 Years)	Percentage of Respondent Count (≥45 Years)
Agree	9	50%	7	11%
Somewhat Agree	4	22%	12	20%
Neutral	2	11%	10	16%
Somewhat Disagree	2	11%	20	33%
Disagree	1	6%	9	15%
N/A	0	0%	3	5%
Total	**18**	**100%**	**61**	**100%**

Table 13. Perceptions of Access to Support Services and Mentoring by Gender

	Respondent Count (Male)	Percentage of Respondent Count (Male)	Respondent Count (Female)	Percentage of Respondent Count (Female)
Agree	10	18%	6	24%
Somewhat Agree	14	26%	2	8%
Neutral	7	13%	5	20%
Somewhat Disagree	14	26%	8	32%
Disagree	7	13%	3	12%
N/A	2	4%	1	4%
Total	**54**	**100%**	**25**	**100%**

- Analyzing the responses of perceptions of access to support services and mentoring by age shows that respondents under 45 years old (72%) *agree/somewhat agree* much more than respondents over 45 years old (31%) (Table 12). This shows a large disparity among age groups in the perceptions of support services and mentoring in the Northwest Indiana region and that **support targeted at individuals over 45 years old could help improve the entrepreneurial ecosystem in the region.**
- Of those who responded to this question, only 32% of female respondents answered in the affirmative (*agree/somewhat agree*), while 45% of men selected these responses (Table 13). Thus, women were less satisfied with access to support services and mentoring.

Q: COLLEGES AND UNIVERSITIES IN THE NORTHWEST INDIANA REGION PROVIDE KNOWLEDGE, INFORMATION, AND RESOURCES THAT MEET THE NEEDS OF SMALL BUSINESSES. *(PLEASE RATE EACH USING THE FOLLOWING SCALE.)*

	Disagree 1	Somewhat Disagree 2	Neutral 3	Somewhat Agree 4	Agree 5	N/A
• *Facilities/Labs*						
• *Training*						
• *Faculty Consulting*						
• *Students*						
• *Research/Information*						
• *Technology Transfer or Licensing*						

Table 14. Perceptions of Resources and Information Provided by Colleges and Universities

	Respondent Count					
	Facilities / Labs	Training	Faculty Consulting	Students	Research / Information	Technology Transfer or Licensing
Agree	13	20	12	20	15	8
Somewhat Agree	13	22	25	23	28	14
Neutral	22	14	17	19	17	20
Somewhat Disagree	10	11	12	7	8	12
Disagree	11	8	8	5	9	11
N/A	13	7	8	8	5	17
Total	**82**	**82**	**82**	**82**	**82**	**82**

Note: The non-response rate for this question was 17.3% (17 out of 98 respondents).

- Respondents were asked about their perceptions of the resources and information provided by colleges and universities in the Northwest Indiana region.
- Overall, respondents had a favorable perception of the resources and information provided by colleges and universities. Respondents were most favorable pertaining to the category of *Students* and the category of *Research/Information* (Table 14).
- Of those who responded to this question, 28% *somewhat disagreed/disagreed* that *Technology Transfer or Licensing* assistance from colleges and universities was sufficient, while 21% responded *N/A*. **It is unclear what the demand is for technology transfer and licensing assistance in the Northwest Indiana region, but a sizeable number of respondents are unsatisfied with the status quo.**

BUSINESS SUPPORT ORGANIZATIONS

Q: BUSINESS SUPPORT ORGANIZATIONS IN THE NORTHWEST INDIANA REGION PROVIDE THE KNOWLEDGE AND INFORMATION NEEDED TO START AND GROW A NEW BUSINESS.

Disagree 1	*Somewhat Disagree 2*	*Neutral 3*	*Somewhat Agree 4*	*Agree 5*	*N/A*

Table 15. Perceptions of Business Support Organizations

	Respondent Count	Percentage of Respondents
Agree	17	21%
Somewhat Agree	20	24%
Neutral	16	20%
Somewhat Disagree	14	17%
Disagree	13	16%
N/A	2	2%
Total	**82**	**100%**

Note: Due to rounding, percentages may not be exact;
The non-response rate for this question was 17.3% (17 out of 98 respondents).

- Survey participants were asked about their perceptions of business support organizations and their ability to provide knowledge and information to entrepreneurs to grow a new business.
- Overall, respondents showed favorable perceptions of business support organizations in the Northwest Indiana region with 45% of survey participants selecting *agree* or *somewhat agree* (Table 15).
- When comparing the perceptions of business support organizations by gender, men and women have similar perceptions when examining their *agree/somewhat agree* responses. For more information on Perceptions of Access to Support Services and Mentoring by Age, see Appendix A, Table A.11.
- The perceptions of business support organizations by age show that people under 45 years old have a more positive outlook than those 45 years and older (67% *agreed* or *somewhat agreed* under the age of 45 versus 40% of those 45 years and older). For more information on Perceptions of Access to Support Services and Mentoring by Age, see Appendix A, Table A.12.

Networking

Q: Opportunities for entrepreneurs to meet and network with others are <u>sufficient</u> in the Northwest Indiana Region.

Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	N/A
1	*2*	*3*	*4*	*5*	

Table 16. Perceptions of Entrepreneurial Networking Opportunities

	Respondent Count	Percentage of Respondents
Agree	8	10%
Somewhat Agree	20	24%
Neutral	25	31%
Somewhat Disagree	18	22%
Disagree	10	12%
N/A	1	1%
Total	**82**	**100%**

Note: Due to rounding, percentages may not be exact;
The non-response rate for this question was 17.3% (17 out of 98 respondents).

- Survey participants were asked if there were sufficient opportunities for entrepreneurs to meet and network with each other in the Northwest Indiana region.
- Respondents reported split perceptions; 34% *somewhat agree and agree* that networking opportunities are sufficient, while 33% *disagreed or somewhat disagreed*. (Table 16).
- Men answered more positively than women; 35% of men chose *agree* or *somewhat agree* while 28% of women selected the same answers. For more information on Perceptions of Entrepreneurial Networking Opportunities by Gender, see Appendix A, Table A.13. By focusing on program for women could improve their perceptions on networking opportunities.
- Respondents over the age of 45 were largely more positive than those under 45 years old; zero respondents under the age of 45 selected *agree* for this statement while 11% of respondents 45 years old or older selected *agree*. Increasing opportunities for Young entrepreneurs to network could increase perceptions on this account. For more information on Perceptions of Entrepreneurial Networking Opportunities by Age, see Appendix A, Table A.14.

GOVERNMENT

Q: GOVERNMENT RESPONSIVENESS AND ABILITY TO PROVIDE RELEVANT SERVICES TO MEET ENTREPRENEURIAL NEEDS IS SUFFICIENT. *(PLEASE RATE EACH USING THE FOLLOWING SCALE.)*

	Disagree 1	Somewhat Disagree 2	Neutral 3	Somewhat Agree 4	Agree 5	N/A
• *City Governments*						
• *County Governments*						
• *State Government*						

Table 17. Perceptions of Government Responsiveness

	Respondent Count		
	Governments		
	City	County	State
Agree	4	3	8
Somewhat Agree	12	5	11
Neutral	10	13	15
Somewhat Disagree	23	22	20
Disagree	31	36	25
N/A	2	3	3
Total	**82**	**82**	**82**

Note*:* The non-response rate for this question was 17.3% (17 out of 98 respondents).

- Survey participants were asked about their perceptions of government responsiveness to entrepreneurial needs at the city, county, and state levels.
- More than half of the respondents *somewhat disagreed or disagreed* that *city* (66%), *county* (71%), and *state* (55%) governments do not provide sufficient, relevant services to entrepreneurs (Table 17).
- Examining responses for the perception of government responsiveness by those who self-identify as *entrepreneurs* shows a similar dissatisfaction as the general cohort: *city* (71%), *county* (71%) and *state* (60%).

WORKFORCE

Q: WELL-TRAINED WORKERS IN THE FOLLOWING OCCUPATIONAL CATEGORIES ARE IN SUFFICIENT SUPPLY IN THE NORTHWEST INDIANA REGION. *(PLEASE RATE EACH USING THE FOLLOWING SCALE.)*

	Disagree 1	Somewhat Disagree 2	Neutral 3	Somewhat Agree 4	Agree 5	N/A
• *Management Personnel*						
• *Scientists & Engineers*						
• *IT Specialists*						
• *Skilled/Specialized Workers*						
• *Manufacturing & Assembly*						

Table 18. Perceptions of Workforce Supply

	Respondent Count				
	Management Personnel	Scientists & Engineers	IT Specialists	Skilled/ Specialized Workers	Manufacturing & Assembly
Agree	16	12	13	15	34
Somewhat Agree	21	14	18	24	16
Neutral	14	16	13	11	7
Somewhat Disagree	15	14	13	15	2
Disagree	5	8	9	5	3
N/A	13	20	18	14	22
Total	**84**	**84**	**84**	**84**	**84**

Note*:* The non-response rate for this question was 14.3% (14 out of 98 respondents).

- Respondents were asked their perceptions of the supply of workers in several occupations: *Management Personnel, Scientist & Engineers, IT Specialists, Skilled/Specialized Workers,* and *Manufacturing & Assembly*.
- Overall, most respondents had favorable perceptions of the workforce supply in the Northwest Indiana region. However, 26% of respondents answered that there is not a sufficient supply of *Scientists and Engineers* (*somewhat disagree*, 14; *disagree*, 8) or *IT Specialists* (*somewhat disagree*, 13; *disagree,* 9) in the Northwest Indiana region (Table 18).
- On the other hand, 60% of respondents believe that *Manufacturing and Assembly* workers are in sufficient supply in the Northwest Indiana region (*agree*, 34; *somewhat agree*, 16).

ATTITUDE

Q: Attitudes toward entrepreneurs among the following groups in the Northwest Indiana Region are supportive. *(Please rate each using the following scale.)*

	Disagree 1	Somewhat Disagree 2	Neutral 3	Somewhat Agree 4	Agree 5	N/A
• *Friends/Family*						
• *Business Community*						
• *Government Economic Development Agencies*						
• *Local Non-Profit Organizations Supporting Entrepreneurs*						
• *Other Entrepreneurs*						

Table 19. Perceptions of Attitudes toward Entrepreneurs

	Respondent Count				
	Friends / Family	Business Community	Government Economic Development Agencies	Local NPOs that Support Entrepreneurs	Other Entrepreneurs
Agree	45	29	18	20	33
Somewhat Agree	21	28	33	24	22
Neutral	9	10	14	17	13
Somewhat Disagree	5	13	10	9	11
Disagree	1	1	6	7	1
N/A	0	0	0	4	1
Total	**81**	**81**	**81**	**81**	**81**

Note*:* The non-response rate for this question was 18.4% (18 out of 98 respondents).

- Survey participants were asked whether they felt the attitudes toward entrepreneurs were supportive in the Northwest Indiana region.
- Examining responses in the categories *agree* and *somewhat agree* shows that most respondents had a positive overall perception of attitudes toward entrepreneurs; these ranged from 81% agreement (*Friends and Family*) to 54% agreement (*Local NPOs that Support Entrepreneurs*) (Table 19).
- When comparing the perceptions of attitudes toward entrepreneurs by gender, men had markedly more positive perceptions than women, especially in regards to *Friends and Family* (87% of men *agree/somewhat agree* versus 76% of women) , perceptions from the *Business Community* (76% of men *agree/somewhat agree* versus 60% of women), and perceptions from *Government Economic Development Agencies* (67% of men *agree/somewhat agree* versus 52% of women). **This shows a disparity among gender groups in the perceptions of attitudes toward entrepreneurs in the Northwest Indiana region. Support targeted at women or the acceptance of women in the entrepreneurial community may have a positive impact on women's perceptions about this issue.** For more information on Perceptions of Attitudes toward Entrepreneurs by Gender, see Appendix A, Tables A.15. and A.16.
- When comparing the perceptions of attitudes toward entrepreneurs by age, those respondents under the age of 45 and those 45 years and older had somewhat similar, favorable outlooks. For more information on Perceptions of Attitudes toward Entrepreneurs by Age, see Appendix A, Tables A.17. and A.18.

INFRASTRUCTURE

Q: The following infrastructure elements in the Northwest Indiana Region are sufficient for developing new businesses. ***(Please rate each using the following scale.)***

	Disagree 1	Somewhat Disagree 2	Neutral 3	Somewhat Agree 4	Agree 5	N/A
Available Real Estate						
Information Technology						
Air Transportation						
Ground Transportation						
Foreign Trade Zones						

Table 20. Perceptions of Infrastructure

	Respondent Count				
	Available Real Estate	Information Technology	Air Transportation	Ground Transportation	Foreign Trade Zones
Agree	34	19	16	31	11
Somewhat Agree	22	23	14	19	12
Neutral	8	12	18	11	22
Somewhat Disagree	14	19	18	10	8
Disagree	1	4	9	7	9
N/A	1	3	5	2	18
Total	80	80	80	80	80

Note: The non-response rate for this question was 18.4% (18 out of 98 respondents).

- Respondents were asked about their perceptions of whether infrastructure elements such as real estate, information technology, transportation, and foreign trade zones were sufficient to develop a business in the Northwest Indiana region.
- For the most part, people responded in agreement that the infrastructure in Northwest Indiana was sufficient (Table 20).
- It is interesting to note that only 29% of those surveyed *agreed* or *somewhat agreed* that foreign trade zones were sufficient, but 50% of respondents replied that they were *neutral* or *N/A* to this question, suggesting that this is not a key issue for entrepreneurs in the Northwest Indiana region.

Q: If you were to start a business within the next two years, how confident are you that you will find the support and resources you need to do so successfully?

Not Confident	*Somewhat Confident*	*Neutral*	*Somewhat Confident*	*Confident*	*N/A*
1	*2*	*3*	*4*	*5*	

Table 21. Perceptions of Ability to Obtain Support and Resources for Startup

	Respondent Count	Percentage of Respondents
Confident	15	19%
Somewhat Confident	28	35%
Neutral	11	14%
Somewhat Not Confident	14	17%
Not Confident	9	11%
N/A	3	4%
Total	**80**	**100%**

Note: Due to rounding, percentages may not be exact;
The non-response rate for this question was 18.4% (18 out of 98 respondents).

- Of the 98 individuals surveyed, 80 (82%) responded about their ability to obtain support and resources to start a business within the next two years.
- In general, 54% of respondents were *confident* or *somewhat confident* that they would find the support and resources they need to start a business in the next two years (Table 21).
- Forty-four percent (44%) of women and 57% of men are *confident* or *somewhat confident* that they will be able to obtain support and resources in the next two years. **The disparity between respondent groups by gender shows that targeted programs for women to obtain resources for a startup may increase their ability to start a business.** For more information on Perceptions of Ability to Obtain Support and Resources for Entrepreneurial Activity by Gender, see Appendix A, Table A.19.
- Sixty-seven percent (67%) of those under the age of 45 and 49% of those 45 years and older are *confident* or *somewhat confident* that they will be able to obtain support and resources in the next two years. For more information on Perceptions of Ability to Obtain Support and Resources for Entrepreneurial Activity by Age, see Appendix A, Table A.20.

ECONOMY

Q: The most recent recession is adversely affecting people's ability to start and/or sustain a new business.					
Disagree 1	*Somewhat Disagree 2*	*Neutral 3*	*Somewhat Agree 4*	*Agree 5*	*N/A*

Table 22. Perceptions of the Most Recent Recession's Impact on Start-Ups

	Respondent Count	Percentage of Respondents
Agree	37	46%
Somewhat Agree	26	32%
Neutral	11	14%
Somewhat Disagree	4	5%
Disagree	2	3%
N/A	0	0%
Total	**80**	**100%**

Note: Due to rounding, percentages may not be exact;
The non-response rate for this question was 18.4% (18 out of 98 respondents).

- Survey participants were asked if they believe that the most recent recession is affecting the ability of people to start/sustain a new business. Please note that this question does not ask about the respondent's ability to start a business, but his/her perception about overall conditions.
- Over 46% of respondents *agree* that the most recent recession was adversely impacting entrepreneurial activity; this number climbs to 79% when *agree* and *somewhat agree* are aggregated (Table 22).
- Thirty-six percent (36%) of women *agree* to this question compared to 52% of men. For more information on Perceptions of the Most Recent Recession's Impact on Entrepreneurial Activity by Gender, see Appendix A, Table A.21.
- Examining this question by age shows that a greater percentage of individuals age 45 and over responded that they *agree* (47%)on this question, somewhat more than those under 45 years old (44%). For more information on Perceptions of the Most Recent Recession's Impact on Entrepreneurial Activity by Age, see Appendix A, Table A.22.

Q: More people are pursuing entrepreneurial opportunities due to layoffs and high unemployment.

Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	N/A
1	2	3	4	5	

Table 23. Perceptions of Entrepreneurial Activity due to Layoffs and High Unemployment

	Respondent Count	Percentage of Respondents
Agree	30	37%
Somewhat Agree	33	41%
Neutral	10	13%
Somewhat Disagree	5	6%
Disagree	0	0%
N/A	2	3%
Total	**80**	**100%**

Notes: Due to rounding, percentages are not exact;
The non-response rate for this question was 18.4% (18 out of 98 respondents).

- In general, 79% of respondents *agree* or *somewhat agree* that individuals were pursuing entrepreneurial activities due to layoffs or unemployment (Table 23).
- Eighty-eight percent (88%) of women and 74% of men *agree* or *somewhat agree* that individuals were pursuing entrepreneurial activities because of high unemployment or layoffs. For more information on Perceptions on Entrepreneurial Activities because of a Layoffs and High Unemployment by Gender, see Appendix A, Table A.23.
- Eighty-nine percent (89%) of respondents under 45 years old *agree* or *somewhat agree* that more people are pursuing entrepreneurial activities as a result of layoffs or unemployment, compared to only 75% of those 45 years old or older. For more information on Perceptions on Entrepreneurial Activities because of a Layoffs and High Unemployment by Age, see Appendix A, Table A.24.

APPENDIX A: TABLES A.1. – A.24

A.1. Self-Identified Role in Entrepreneurship by Gender

	Respondent Count (Male)	Percentage of Respondent Count (Male)	Respondent Count (Women)	Percentage of Respondent Count (Women)
Entrepreneur	35	65%	17	68%
Investor	0	0%	0	0%
Work for economic development organization	7	13%	3	12%
Work for or volunteer with an organization supporting entrepreneurship	7	13%	3	12%
Other	5	9%	2	8%
Total	**54**	**100%**	**25**	**100%**

Note: Percentages are not exact due to rounding.

A.2. Self-Identified Role in Entrepreneurship by Age

	Respondent Count (<45 Years)	Percentage of Respondent Count (<45 Years)	Respondent Count (≥45 Years)	Percentage of Respondent Count (≥45 Years)
Entrepreneur	12	66%	40	66%
Investor	0	0%	0	0%
Work for economic development organization	2	11%	8	13%
Work for or volunteer with an organization supporting entrepreneurship	3	17%	7	11%
Other	1	6%	6	10%
Total	**18**	**100%**	**61**	**100%**

Note: Percentages are not exact due to rounding.

A.3. Top 10 Industry Self-Identified by Women

Rank	Industry	Respondent Count (Women)	Percentage of Respondent Count (Women)
1	Business Products & Services	8	15%
2	Other Industry ___________________	8	15%
3	Consumer Products & Services	6	12%
4	Retail	3	6%
5	Automotive & Transportation	2	4%
6	Computer Services: Installation, Networking, Repair	2	4%
7	Financial Services	2	4%
8	Food & Beverages	2	4%
9	Industrial Manufacturing	2	4%
10	Leisure & Travel	2	4%
	Total	**37**	**72%**

A.4. Top 10 Industry Self-Identified by Men

Rank	Industry	Respondent Count (Male)	Percentage of Respondent Count (Male)
1	Other	14	12%
2	Real Estate	9	8%
3	Business Products & Services	8	7%
4	Consumer Products & Services	8	7%
5	Computer Services: Installation, Networking, Repair	8	7%
6	Electronics	6	5%
7	Energy: Advanced, Alternative Products and Services	6	5%
8	Automotive & Transportation	5	4%
9	Industrial Manufacturing	5	4%
10	Computer Hardware	5	4%
	Total	**74**	**63%**

A.5. Top 10 Industry Self-Identified by Respondents ≥ 45 Years Old

Rank	Industry	Respondent Count (≥45 Years)	Percentage of Respondent Count (≥45 Years)
1	Other	18	14%
2	Consumer Products & Services	13	10%
3	Business Products & Services	8	6%
4	Real Estate	7	5%
5	Computer Services: Installation, Networking, Repair	7	5%
6	Electronics	7	5%
7	Energy: Advanced, Alternative Products and Services	7	5%
8	Automotive & Transportation	6	5%
9	Industrial Manufacturing	5	4%
10	Retail	5	4%
	Total	**83**	**63%**

A.6. Top 10 Industry Self-Identified by Respondents < 45 Years Old

Rank	Industry	Respondent Count (<45 Years)	Percentage of Respondent Count (<45 Years)
1	Business Products & Services	8	21%
2	Other	4	11%
3	Real Estate	4	11%
4	Computer Services: Installation, Networking, Repair	3	8%
5	Industrial Manufacturing	2	5%
6	Computer Hardware	2	5%
7	Transport Services	2	5%
8	Financial Services	2	5%
9	Consumer Products & Services	1	3%
10	Automotive & Transportation	1	3%
	Total	**29**	**77%**

A.7. Perceptions of Access to Capital by Gender (Women)

	Debt - Banks	% Debt - Banks	Debt - Other Sources	% Debt - Other Sources	Equity - Friends/ Family	% Equity - Friends/ Family	Equity - Angel Capital	% Equity - Angel Capital	Equity - VC	% Equity - VC	Grants – Local/ Regional	% Grants – Local/ Regional	Grants - State	% Grants - State	Grants - Federal	% Grants - Federal
Agree	1	4%	2	8%	1	4%	0	0%	0	0%	1	4%	1	4%	1	4%
Somewhat Agree	3	12%	0	0%	1	4%	1	4%	1	4%	2	8%	1	4%	0	0%
Neutral	1	4%	4	16%	6	24%	2	8%	2	8%	1	4%	3	12%	1	4%
Somewhat Disagree	7	28%	5	20%	8	32%	4	16%	5	20%	7	28%	5	20%	7	28%
Disagree	10	40%	9	36%	6	24%	15	60%	14	56%	11	44%	12	48%	13	52%
N/A	3	12%	5	20%	3	12%	3	12%	3	12%	3	12%	3	12%	3	12%
Total	**25**		**25**		**25**		**25**		**25**		**25**		**25**		**25**	

Note: Percentages may be slightly above or below 100% due to rounding.

A.8. Perceptions of Access to Capital by Gender (Men)

	Debt - Banks	% Debt - Banks	Debt - Other Sources	% Debt - Other Sources	Equity - Friends/ Family	% Equity - Friends/ Family	Equity - Angel Capital	% Equity - Angel Capital	Equity - VC	% Equity - VC	Grants – Local/ Regional	% Grants – Local/ Regional	Grants - State	% Grants - State	Grants - Federal	% Grants - Federal
Agree	3	6%	1	2%	2	4%	0	0%	0	0%	0	0%	1	2%	1	2%
Somewhat Agree	3	6%	2	4%	5	9%	4	7%	3	6%	4	7%	3	6%	4	7%
Neutral	5	9%	11	20%	26	48%	13	24%	11	20%	7	13%	8	15%	8	15%
Somewhat Disagree	15	28%	16	30%	9	17%	12	22%	11	20%	12	22%	10	19%	11	20%
Disagree	26	48%	18	33%	4	7%	15	28%	19	35%	24	44%	25	46%	22	41%
N/A	2	4%	6	11%	8	15%	10	19%	10	19%	7	13%	7	13%	8	15%
Total	**54**		**54**		**54**		**54**		**54**		**54**		**54**		**54**	

Note: Percentages may be slightly above or below 100% due to rounding.

A.9. Perceptions of Access to Capital by Age (≥ 45 Years Old)

	Debt - Banks	% Debt - Banks	Debt - Other Sources	% Debt - Other Sources	Equity - Friends/ Family	% Equity - Friends/ Family	Equity - Angel Capital	% Equity - Angel Capital	Equity - VC	% Equity - VC	Grants – Local/ Regional	% Grants – Local/ Regional	Grants - State	% Grants - State	Grants - Federal	% Grants - Federal
Agree	4	7%	2	3%	1	2%	0	0%	0	0%	1	2%	2	3%	2	3%
Somewhat Agree	5	8%	2	3%	5	8%	4	7%	2	3%	4	7%	3	5%	4	7%
Neutral	4	7%	10	16%	22	36%	10	16%	10	16%	7	11%	10	16%	9	15%
Somewhat Disagree	14	23%	15	25%	14	23%	14	23%	12	20%	17	28%	11	18%	12	20%
Disagree	30	49%	23	38%	9	15%	23	38%	27	44%	25	41%	28	46%	27	44%
N/A	4	7%	9	15%	10	16%	10	16%	10	16%	7	11%	7	11%	7	11%
Total	**61**		**61**		**61**		**61**		**61**		**61**		**61**		**61**	

Note: Percentages may be slightly above or below 100% due to rounding.

A.10. Perceptions of Access to Capital by Age (< 45 Years Old)

	Debt - Banks	% Debt - Banks	Debt - Other Sources	% Debt - Other Sources	Equity - Friends/ Family	% Equity - Friends/ Family	Equity - Angel Capital	% Equity - Angel Capital	Equity - VC	% Equity - VC	Grants – Local /Regional	% Grants – Local /Regional	Grants - State	% Grants - State	Grants - Federal	% Grants - Federal
Agree	0	0%	1	6%	2	11%	0	0%	0	0%	0	0%	0	0%	0	0%
Somewhat Agree	1	6%	0	0%	1	6%	1	6%	2	11%	2	11%	1	6%	0	0%
Neutral	2	11%	5	28%	10	56%	5	28%	3	17%	1	6%	1	6%	0	0%
Somewhat Disagree	8	44%	6	33%	3	17%	2	11%	4	22%	2	11%	4	22%	6	33%
Disagree	6	33%	4	22%	1	6%	7	39%	6	33%	10	56%	9	50%	8	44%
N/A	1	6%	2	11%	1	6%	3	17%	3	17%	3	17%	3	17%	4	22%
Total	**18**		**18**		**18**		**18**		**18**		**18**		**18**		**18**	

Note: Percentages may be slightly above or below 100% due to rounding.

A.11. Perceptions of Business Support Organizations by Gender

	Respondent Count (Male)	Percentage of Respondent Count (Male)	Respondent Count (Female)	Percentage of Respondent Count (Female)
Agree	13	24%	3	12%
Somewhat Agree	11	20%	9	36%
Neutral	13	24%	3	12%
Somewhat Disagree	7	13%	6	24%
Disagree	8	15%	4	16%
N/A	2	4%	0	0%
Total	**54**	**100%**	**25**	**100%**

Note: Percentages are not exact due to rounding.

A.12. Perceptions of Business Support Organizations by Age

	Respondent Count (<45 Years)	Percentage of Respondent Count (<45 Years)	Respondent Count (≥45 Years)	Percentage of Respondent Count (≥45 Years)
Agree	4	22%	12	20%
Somewhat Agree	8	44%	12	20%
Neutral	3	17%	13	21%
Somewhat Disagree	3	17%	10	16%
Disagree	0	0%	12	20%
N/A	0	0%	2	3%
Total	**18**	**100%**	**61**	**100%**

Note: Percentages are not exact due to rounding.

A.13. Perceptions of Entrepreneurial Networking Opportunities by Gender

	Respondent Count (Male)	Percentage of Respondent Count (Male)	Respondent Count (Female)	Percentage of Respondent Count (Female)
Agree	4	7%	3	12%
Somewhat Agree	15	28%	4	16%
Neutral	18	33%	7	28%
Somewhat Disagree	8	15%	10	40%
Disagree	8	15%	1	4%
N/A	1	2%	0	0%
Total	**54**	**100%**	**25**	**100%**

Note: Percentages are not exact due to rounding.

A.14. Perceptions of Entrepreneurial Networking Opportunities by Age

	Respondent Count (<45 Years)	Percentage of Respondent Count (<45 Years)	Respondent Count (≥45 Years)	Percentage of Respondent Count (≥45 Years)
Agree	0	0%	7	11%
Somewhat Agree	5	28%	14	23%
Neutral	6	33%	19	31%
Somewhat Disagree	3	17%	15	25%
Disagree	4	22%	5	8%
N/A	0	0%	1	2%
Total	**18**	**100%**	**61**	**100%**

Note: Percentages are not exact due to rounding.

A.15. Perceptions of Attitudes toward Entrepreneurs by Gender (Women)

	Friends/ Family	% Friends/ Family	Business Community	% Business Community	Government Economic Development Agencies	% Government Economic Development Agencies	Local NPOs that Support Entrepreneurs	% Local NPOs that Support Entrepreneurs	Other Entrepreneurs	% Other Entrepreneurs
Agree	13	52%	10	40%	4	16%	8	32%	12	48%
Somewhat Agree	6	24%	5	20%	9	36%	8	32%	6	24%
Neutral	3	12%	4	16%	6	24%	4	16%	3	12%
Somewhat Disagree	2	8%	5	20%	3	12%	2	8%	4	16%
Disagree	1	4%	1	4%	3	12%	3	12%	0	0%
N/A	0	0%	0	0%	0	0%	0	0%	0	0%
Total	**25**		**25**		**25**		**25**		**25**	

Note: Percentages may be slightly above or below 100% because of rounding.

A.16. Perceptions of Attitudes toward Entrepreneurs by Gender (Men)

	Friends/ Family	% Friends/ Family	Business Community	% Business Community	Government Economic Development Agencies	% Government Economic Development Agencies	Local NPOs that Support Entrepreneurs	% Local NPOs that Support Entrepreneurs	Other Entrepreneurs	% Other Entrepreneurs
Agree	32	59%	19	35%	14	26%	12	22%	21	39%
Somewhat Agree	15	28%	22	41%	22	41%	16	30%	15	28%
Neutral	5	9%	6	11%	8	15%	12	22%	9	17%
Somewhat Disagree	2	4%	7	13%	7	13%	7	13%	7	13%
Disagree	0	0%	0	0%	3	6%	4	7%	1	2%
N/A	0	0%	0	0%	0	0%	3	6%	1	2%
Total	**54**		**54**		**54**		**54**		**54**	

Note: Percentages may be slightly above or below 100% because of rounding.

A.17. Perceptions of Attitudes toward Entrepreneurs by Age (<45 Years)

	Friends/ Family	% Friends/ Family	Business Community	% Business Community	Government Economic Development Agencies	% Government Economic Development Agencies	Local NPOs that Support Entrepreneurs	% Local NPOs that Support Entrepreneurs	Other Entrepreneurs	% Other Entrepreneurs
Agree	8	44%	6	33%	6	33%	8	44%	8	44%
Somewhat Agree	5	28%	6	33%	6	33%	3	17%	6	33%
Neutral	5	28%	3	17%	3	17%	4	22%	2	11%
Somewhat Disagree	0	0%	2	11%	2	11%	2	11%	2	11%
Disagree	0	0%	1	6%	1	6%	0	0%	0	0%
N/A	0	0%	0	0%	0	0%	1	6%	0	0%
Total	**18**		**18**		**18**		**18**		**18**	

Note: Percentages may be slightly above or below 100% because of rounding.

A.18. Perceptions of Attitudes toward Entrepreneurs by Age (≥45 Years)

	Friends/ Family	% Friends/ Family	Business Community	% Business Community	Government Economic Development Agencies	% Government Economic Development Agencies	Local NPOs that Support Entrepreneurs	% Local NPOs that Support Entrepreneurs	Other Entrepreneurs	% Other Entrepreneurs
Agree	37	61%	21	34%	12	20%	12	20%	25	41%
Somewhat Agree	16	26%	20	33%	25	41%	21	34%	15	25%
Neutral	3	5%	7	11%	11	18%	12	20%	10	16%
Somewhat Disagree	4	7%	12	20%	8	13%	7	11%	9	15%
Disagree	1	2%	1	2%	5	8%	7	11%	1	2%
N/A	0	0%	0	0%	0	0%	2	3%	1	2%
Total	**61**		**61**		**61**		**61**		**61**	

Note: Percentages may be slightly above or below 100% because of rounding.

A.19. Perceptions of Ability to Obtain Support and Resources for Entrepreneurial Activity by Gender

	Respondent Count (Male)	Percentage of Respondent Count (Male)	Respondent Count (Female)	Percentage of Respondent Count (Female)
Confident	10	18%	5	20%
Somewhat Confident	21	39%	6	24%
Neutral	7	13%	4	16%
Somewhat Not Confident	7	13%	7	28%
Not Confident	8	15%	1	4%
N/A	1	2%	2	8%
Total	**54**	**100%**	**25**	**100%**

Note: Percentages are not exact due to rounding.

A.20. Perceptions of Ability to Obtain Support and Resources for Entrepreneurial Activity by Age

	Respondent Count (<45 Years)	Percentage of Respondent Count (<45 Years)	Respondent Count (≥45 Years)	Percentage of Respondent Count (≥45 Years)
Confident	5	27%	10	16%
Somewhat Confident	7	39%	20	33%
Neutral	3	17%	8	13%
Somewhat Not Confident	3	17%	11	18%
Not Confident	0	0%	9	15%
N/A	0	0%	3	5%
Total	**18**	**100%**	**61**	**100%**

Note: Percentages are not exact due to rounding.

A.21. Perceptions of the Most Recent Recession's Impact on Entrepreneurial Activity by Gender

	Respondent Count (Male)	Percentage of Respondent Count (Male)	Respondent Count (Female)	Percentage of Respondent Count (Female)
Agree	28	52%	9	36%
Somewhat Agree	17	31%	9	36%
Neutral	6	11%	4	16%
Somewhat Disagree	2	4%	2	8%
Disagree	1	2%	1	4%
N/A	0	0%	0	0%
Total	**54**	**100%**	**25**	**100%**

Note: Percentages are not exact due to rounding.

A.22. Perceptions of the Most Recent Recession's Impact on Entrepreneurial Activity by Age

	Respondent Count (<45 Years)	Percentage of Respondent Count (<45 Years)	Respondent Count (≥45 Years)	Percentage of Respondent Count (≥45 Years)
Agree	8	44%	29	47%
Somewhat Agree	6	33%	20	33%
Neutral	2	11%	8	13%
Somewhat Disagree	1	6%	3	5%
Disagree	1	6%	1	2%
N/A	0	0%	0	0%
Total	**18**	**100%**	**61**	**100%**

Note: Percentages are not exact due to rounding.

A.23. Perceptions of Entrepreneurial Activity due to Layoffs and High Unemployment by Gender

	Respondent Count (Male)	Percentage of Respondent Count (Male)	Respondent Count (Female)	Percentage of Respondent Count (Female)
Agree	18	33%	11	44%
Somewhat Agree	22	41%	11	44%
Neutral	8	15%	2	8%
Somewhat Disagree	4	7%	1	4%
Disagree	0	0%	0	0%
N/A	2	4%	0	0%
Total	**54**	**100%**	**25**	**100%**

Note: Percentages are not exact due to rounding.

A.24. Perceptions of Entrepreneurial Activity due to Layoffs and High Unemployment by Age

	Respondent Count (<45 Years)	Percentage of Respondent Count (<45 Years)	Respondent Count (≥45 Years)	Percentage of Respondent Count (≥45 Years)
Agree	9	50%	20	33%
Somewhat Agree	7	39%	26	43%
Neutral	2	11%	8	13%
Somewhat Disagree	0	0%	5	8%
Disagree	0	0%	0	0%
N/A	0	0%	2	3%
Total	**18**	**100%**	**61**	**100%**

Note: Percentages are not exact due to rounding.

APPENDIX B: SURVEY INSTRUMENT

B.1. Northwest Indiana Entrepreneurial Opportunity Survey Instrument

2011 ENTREPRENEURIAL OPPORTUNITY SURVEY

The purpose of this confidential survey is to **assess the entrepreneurial climate for starting and sustaining a business in the Northwest Indiana Region**. We appreciate your participation in this survey if you are an entrepreneur, an investor in early-stage businesses, or a member of an organization that supports entrepreneurs and startup businesses.

This survey is part of a project sponsored by the U.S. Economic Development Administration, the John S. and James L. Knight Foundation, and the Surdna Foundation to develop, fund, and execute a Regional Entrepreneurship Action Plan (REAP). The programs and projects recommended in the REAP will help provide regional entrepreneurs with the expertise and capital they need to attract investors and services that help them toward successful commercialization and growth.

The survey will take approximately **10 minutes of your time** to complete. All responses are strictly **confidential** and the data will be aggregated across the entire spectrum of respondents, so that no information can be attributed to any one individual or organization.

Your participation is valuable and greatly appreciated. Whether you are an entrepreneur or not, your input will help guide the development of our efforts and support entrepreneurial opportunities within your Region.

If a question is not applicable to you or you don't know the answer, please select N/A.

1. **Please identify your <u>role</u> in entrepreneurship. *(Select only one.)***
   - Entrepreneur
   - Investor
   - Work for economic development organization
   - Work for or volunteer with an organization supporting entrepreneurship
   - Other ___________________

If answer Yes to Entrepreneur Q1 – they go to questions 2 through 4; if No they go to question 5)

2. Please choose the option that <u>best</u> describes your situation as an entrepreneur:

- I started a business more than five years ago
- I started a business three to five years ago
- I started a business within the past two years
- I am in the planning stages for my new business
- I want to start my own business within the next year
- I want to start my own business within the next five years

B.1. Northwest Indiana Entrepreneurial Opportunity Survey Instrument (Continued)

3. At what stage is your business? *(If you have multiple entrepreneurial endeavors, please answer for the one farthest ahead in the process.)* *(Restrict to one choice)*

a. Imagining (Both business concept and product or service are, for the most part, still ideas. If your concept is technology-based, the technology is still in the lab stage for proof of concept testing, defining performance specifications, or development of Intellectual Property protection. There are no customers or revenue.)
b. Incubating (Business plans are being developed based on market research, and work is focused on building a prototype or working model.)
c. Demonstrating (A formal business plan is completed, your product or service has entered the market, and you are learning about customer receptivity to performance, quality, and pricing.)
d. Market Entry (Your business is active in sales, marketing, operations, and beginning to grow.)
e. Growth & Sustainability (You are engaged in improving market share, reducing costs, increasing profits, and improving your product or service.)

4. If you started a business in the last five years and the business is still running, how confident are you that you will be able to generate the support and resources you need to continue successfully?

Not Confident				Confident	
1	2	3	4	5	N/A

(The following questions are to be answered by all respondents.)

5. In what industry(s) do you work or invest? If you choose "Other," please specify your industry in the space provided.

1. Aerospace & Defense
2. Agriculture
3. Automotive & Transportation
4. Banking
5. Bioscience/Biotechnology
6. Business Products & Services
7. Chemicals
8. Clinical Healthcare
9. Computer Hardware
10. Computer Software: Internet, SAS, Social Networking, Other
11. Computer Services: Installation, Networking, Repair
12. Construction
13. Consumer Products & Services
14. Education

B.1. Northwest Indiana Entrepreneurial Opportunity Survey Instrument (Continued)

15. Electronics
16. Energy: Advanced, Alternative Products and Services
17. Environmental Services & Equipment
18. Financial Services
19. Food & Beverages
20. Healthcare IT
21. Industrial Manufacturing
22. Information Technology
23. Insurance
24. Leisure & Travel
25. Media & Entertainment
26. Medical Devices
27. Metals & Mining
28. Pharmaceuticals
29. Real Estate
30. Retail
31. Security Products & Services
32. Telecommunications
33. Transport Services
34. Utilities
35. Other Industry ___________________

6. Getting access to capital for new businesses from the following sources in the Northwest Indiana Region is <u>easy</u>. *(Please rate each using the following scale.)*

	Disagree				Agree	
Debt - Banks	1	2	3	4	5	N/A
Debt - Other Sources	1	2	3	4	5	N/A
Equity - Friends/Family 1	2	3	4	5	N/A	
Equity – Angel Capital 1	2	3	4	5	N/A	
Equity – Venture Capital	1	2	3	4	5	N/A
Grants – Local/Regional 1	2	3	4	5	N/A	
Grants – State	1	2	3	4	5	N/A
Grants – Federal	1	2	3	4	5	N/A

7. Getting access to helpful support services and mentoring is <u>easy</u> for startup businesses in the Northwest Indiana Region.

Disagree				Agree	
1	2	3	4	5	N/A

B.1. Northwest Indiana Entrepreneurial Opportunity Survey Instrument (Continued)

8. Well-trained workers in the following occupational categories are in <u>sufficient supply</u> in the Northwest Indiana Region. ***(Please rate each using the following scale.)***

	Disagree				Agree	
Management Personnel1	2	3	4	5	N/A	
Scientists & Engineers 1	2	3	4	5	N/A	
IT Specialists	1	2	3	4	5	N/A
Skilled/Specialized Workers	1	2	3	4	5	N/A
Manufacturing & Assembly	1	2	3	4	5	N/A

9. Colleges and universities in the Northwest Indiana Region <u>provide</u> knowledge, information, and resources that meet the needs of small businesses. ***(Please rate each using the following scale.)***

	Disagree				Agree	
Facilities/Labs	1	2	3	4	5	N/A
Training	1	2	3	4	5	N/A
Faculty Consulting	1	2	3	4	5	N/A
Students	1	2	3	4	5	N/A
Research/Information	1	2	3	4	5	N/A
Technology Transfer or 1 Licensing	2	3	4	5	N/A	

10. Business support organizations in the Northwest Indiana Region <u>provide</u> the knowledge and information needed to start and grow a new business.

Disagree				Agree	
1	2	3	4	5	N/A

11. Opportunities for entrepreneurs to meet and network with others are <u>sufficient</u> in the Northwest Indiana Region.

Disagree				Agree	
1	2	3	4	5	N/A

B.1. Northwest Indiana Entrepreneurial Opportunity Survey Instrument (Continued)

12. Government responsiveness and ability to provide relevant services to meet entrepreneurial needs is <u>sufficient</u>. *(Please rate each using the following scale.)*

	Disagree				Agree	
City Governments	1	2	3	4	5	N/A
County Governments	1	2	3	4	5	N/A
State Government	1	2	3	4	5	N/A

13. Attitudes toward entrepreneurs among the following groups in the Northwest Indiana Region are <u>supportive</u>. *(Please rate each using the following scale.)*

	Disagree				Agree	
Friends/Family	1	2	3	4	5	N/A
Business Community	1	2	3	4	5	N/A
Government Economic Development Agencies	1	2	3	4	5	N/A
Local Non-Profit Organizations Supporting Entrepreneurs	1	2	3	4	5	N/A
Other Entrepreneurs	1	2	3	4	5	N/A

14. The following infrastructure elements in the Northwest Indiana Region are <u>sufficient</u> for developing new businesses. *(Please rate each using the following scale.)*

	Disagree				Agree	
Available Real Estate	1	2	3	4	5	N/A
Information Technology	1	2	3	4	5	N/A
Air Transportation	1	2	3	4	5	N/A
Ground Transportation	1	2	3	4	5	N/A
Foreign Trade Zones	1	2	3	4	5	N/A

15. If you were to <u>start a business</u> within the next two years, how confident are you that you will find the support and resources you need to do so successfully?

	Not Confident				Confident
1	2	3	4	5	N/A

B.1. Northwest Indiana Entrepreneurial Opportunity Survey Instrument (Continued)

16. The most recent recession is <u>adversely affecting</u> people's ability to start and/or sustain a new business.

Disagree				Agree	
1	2	3	4	5	N/A

17. More people are <u>pursuing entrepreneurial opportunities</u> due to layoffs and high unemployment.

Disagree				Agree	
1	2	3	4	5	N/A

DEMOGRAPHICS

18. Please identify your age group: *(drop down menu)*

- 24 years or younger
- 25-34
- 35-44
- 45-64
- 65 years or older

19. What is your gender? *(Radio buttons)*

- Female
- Male

20. What is your ethnicity? *(Radio buttons)*

- White/Caucasian
- Black/African American
- Hispanic/Latino
- Asian
- Native American or Alaskan Native
- Native Hawaiian or Other Pacific Islander
- Other (please specify) _________________

21. What is the zip code of your primary location or place of business?