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Minneapolis Saint Paul Entrepreneurial Opportunity Survey Analysis

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MINNEAPOLIS SAINT PAUL ENTREPRENEURIAL OPPORTUNITY SURVEY ANALYSIS

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EXECUTIVE SUMMARY

The Minneapolis Saint Paul 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 13-county region of the Minneapolis Saint Paul Metropolitan Statistical Area. The Minneapolis Saint Paul Entrepreneurial Opportunity Survey is one facet of multi-layered research on entrepreneurship and investment in the Minneapolis Saint Paul 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 MOJO Minnesota, the St. Paul WorkForce Center, and the University of Minnesota.

MAJOR FINDINGS

The Minneapolis Saint Paul Entrepreneurial Opportunity Survey revealed mixed perceptions about the entrepreneurial climate in the Minneapolis Saint Paul region when analyzed across multiple categories. A total of 207 unique respondents participated in this survey. Of these respondents, 170 provided demographic information. Of the respondents, 72% were male; almost half of the respondents reported their business as being in Hennepin or Ramsey County, where the city of Minneapolis and the city of Saint Paul are located, respectively.

The largest group of respondents (62%) identified themselves as entrepreneurs. The entrepreneur group consisted mostly of individuals who had been in business more than five years and were in the *Growth & Sustainability* stage of business. Of these entrepreneurs, 58% reported that they were *confident* or *somewhat confident* in their ability to generate support and resources for entrepreneurial activity. This somewhat favorable perception of entrepreneurs' capability to garner support is a positive sign for the region.

All respondents were questioned about their perception of capital availability in its various forms (debt, equity, and grants) in the Minneapolis Saint Paul region. Overall, individuals had negative perceptions about obtaining capital, and the highest frequency of unfavorable responses (*somewhat disagree* and *disagree*) was in the category of state grants. The highest respondent count of a favorable nature was of building equity from friends and family (6% *agree*; 44% *somewhat agree*).

A key objective of this study was to examine the overall entrepreneurial ecosystem in the Minneapolis Saint Paul region, which includes the resources of colleges and universities, business support organizations, government, and regional networking. When surveyed about these resources, most respondents reported that colleges and universities were helpful, but a sizeable percentage of respondents (32%) reported dissatisfaction with the university resources available in regard to technology transfer or licensing. It is unclear at this time what the demand for technology transfer or licensing is in the Minneapolis Saint Paul region, but it is noticeable 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 Minneapolis Saint Paul region. On the other hand, more than half of respondents replied that city governments (58%), county governments (52%), and state government (60%) do not provide relevant services to entrepreneurs.

The ability of an entrepreneur to generate leads through networking is also important. Only 50% of respondents *agree* or *somewhat agree* that opportunities for entrepreneurs to meet and network with others are sufficient in the region; that number increases to 65% favorability when examining only women respondents.

RESPONSES BY GROUP CLASSIFICATION

In order to examine the different characteristics of respondents, we asked questions about respondents' gender, age, and geographic location. This additional 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, and those 45 years old and over. It is interesting to note that respondents 45 years and older, regardless of gender, were notably more positive than those under 45 years old.

There were discernable differences among respondents by gender. For instance, women tended to be more positive than men. This positivity gap is especially notable in reference to access to capital; when asked about *Equity - Venture Capital*, 75% of men *somewhat disagreed* or *disagreed* that getting access to venture capital was easy while only 50% of women made these selections.

Interesting responses occurred regarding the ability of startups to get support and mentoring, especially when grouped by age and gender. Analyzing responses by age shows that respondents under 45 years old are evenly split in their perceptions of access to support services and mentoring (42% *agree/somewhat agree* that they have access versus 42% who *disagree/somewhat disagree*). Of respondents 45 years old and older, 55% *agree* or *somewhat agree* and only 27% *disagree* or *somewhat disagree*. This disparity among respondents by age suggests that perceptions (and/or experience) of access to support services and mentoring in the Minneapolis Saint Paul region could be improved by targeting mentorship opportunities to individuals under 45 years old. In regards to gender, women were favorable about their ability to access support and mentoring while men were split (37% favorable and 46% unfavorable) about their opportunities to obtain these services. This gender gap may suggest that targeted mentoring and support for men could help improve entrepreneurship opportunities in the region.

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 Minneapolis Saint Paul Entrepreneurial Opportunity Survey. This survey was administered by JumpStart Community Advisors in partnership with MOJO Minnesota, the St. Paul WorkForce Center, and the University of Minnesota.

The Minneapolis Saint Paul region is defined for this study as the Minneapolis Saint Paul Metropolitan Statistical Area (MSA), which is a 13-county region.[1] The seven counties of the Twin City region[2] are also included in the MSA.

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

[1] The Minneapolis Saint Paul MSA includes 11 counties in Minnesota and two counties in Wisconsin. The counties in Minnesota include Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Sherburne, Washington, and Wright Counties. The Wisconsin counties include Pierce and St. Croix counties.

[2] The Twin-City region includes the following seven counties in Minnesota: Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, and Washington Counties.

METHODOLOGY

The objective of the Minneapolis Saint Paul Entrepreneurial Opportunity Survey is to provide information about the **perceptions** of entrepreneurs and those involved in the entrepreneurial network in the Minneapolis Saint Paul region. This is part of a multi-layered research that includes economic research, face-to-face interviews, focus groups, and more to create what will be known as a Regional Entrepreneurial Action Plan for the region. This survey was conducted in partnership with MOJO Minnesota, the St. Paul WorkForce Center, and the University of Minnesota.

JumpStart Community Advisors collected contact information of entrepreneurs and those involved in entrepreneurial networks in the Minneapolis Saint Paul region and disseminated the Internet--based survey via email. The Minneapolis Saint Paul Entrepreneurial Opportunity Survey was promoted by JumpStart Community Advisors, MOJO Minnesota, the St. Paul WorkForce Center, and the University of Minnesota.

Online collection of the Minneapolis Saint Paul Entrepreneurial Opportunity Survey was conducted over a 5-week period between January 31, 2011, and March 4, 2011. The survey was promoted in one initial email announcement and two follow-up email blasts to the Minneapolis Saint Paul entrepreneurial community. A total of 207 respondents participated in the survey.

It is important to address the types of bias that can be detected in survey responses for the Minneapolis Saint Paul Entrepreneurial Opportunity Survey. Even with significant attempts by JumpStart Community Advisors (JCA) to obtain contact information for all entrepreneurs and those involved in the entrepreneurial network in the Minneapolis Saint Paul region, selection bias may have occurred because individuals and groups that received the survey were not a 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 not able to participate in the survey and therefore they were not counted. Furthermore, it is not known if one particular group was overrepresented or underrepresented because of unmeasured response and nonresponse bias previously mentioned.

For more information on the Minneapolis Saint Paul Entrepreneurial Opportunity Survey Instrument please see Appendix B, Table B.1.

SURVEY RESPONSE ANALYSIS

DEMOGRAPHIC CHARACTERISTICS

Table 1. Respondent Count by County

Minnesota County	Respondent Count	Percentage of Respondents
Anoka County	3	1.8%
Carver County	1	0.6%
Dakota County	14	8.2%
Hennepin County	79	46.2%
Pierce County	1	0.6%
Ramsey County	64	37.4%
Scott County	1	0.6%
Sherburne County	1	0.6%
Washington County	7	4.1%
TOTAL	**171**	**100.0%**

Note: Nonresponse rate for this question was 17.4% (36 respondents); 36 out of 207 respondents

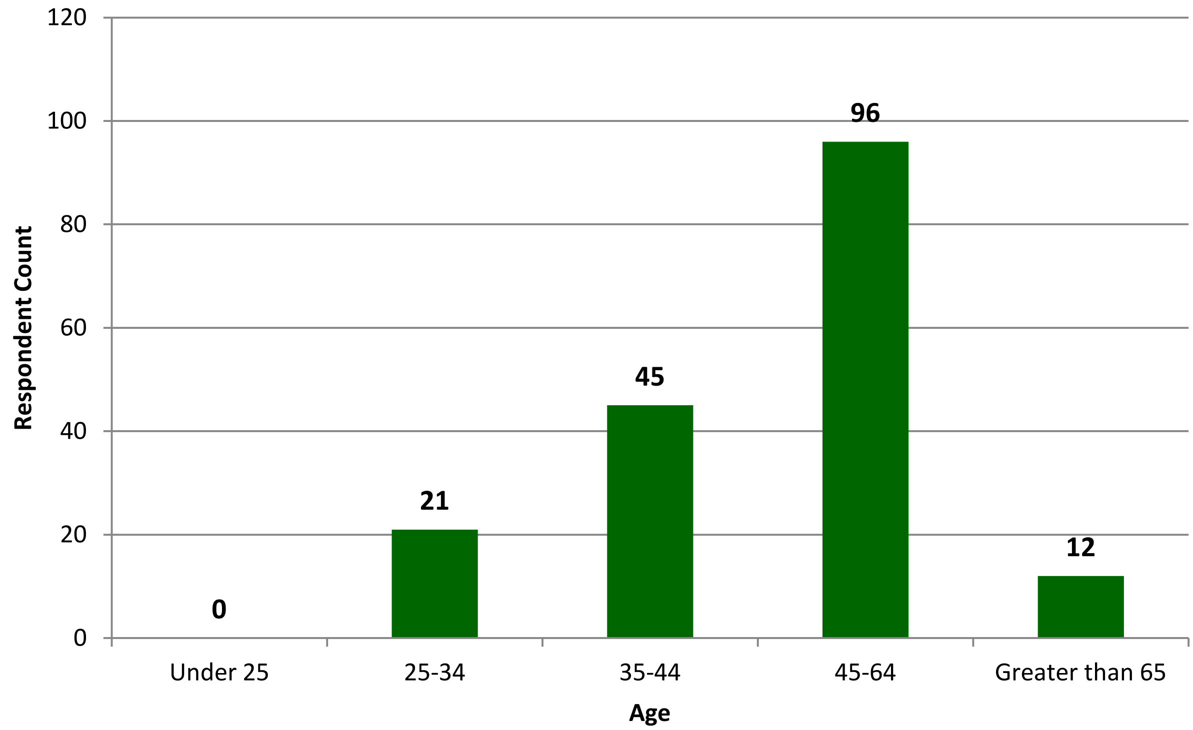
Table 2. Respondent Count by Gender

Gender	Respondent Count	Percentage of Respondents
Female	48	28%
Male	122	72%
TOTAL	**170**	**100%**

Note: Nonresponse rate for this question was 17.9% (37 respondents); 37 out of 207 respondents

- The demographic characteristics of survey respondents are necessary to evaluate respondent perceptions by location, gender, and age.
- Of the 171 respondents that identified their primary business location, over 80% noted that their primary place of business was in Hennepin or Ramsey County (the county in which the city of Minneapolis and the city of St. Paul are located, respectively) (Table 1).
- In total, 122 men (72% of respondents) and 48 women (28% of respondents) identified their gender (Table 2).

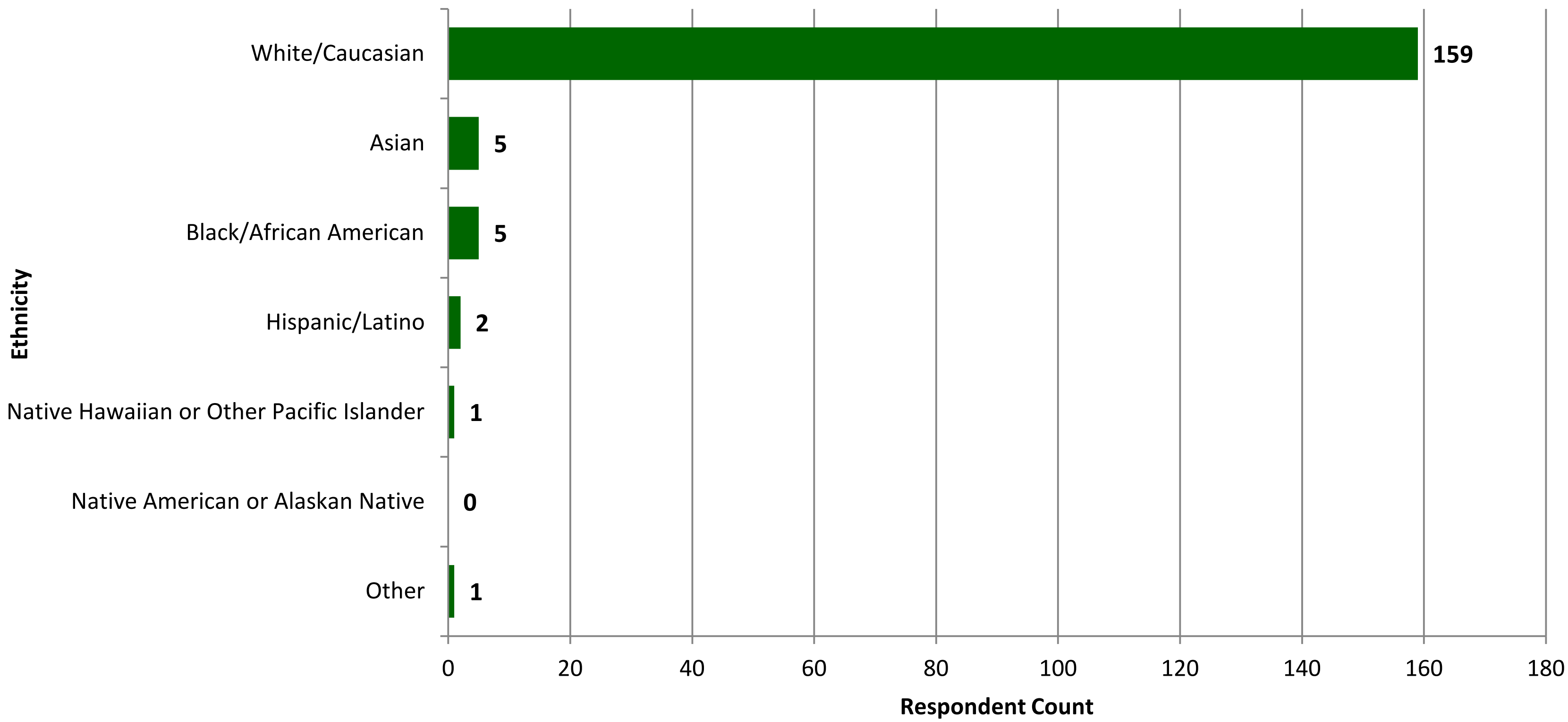
Figure 1. Respondent Count by Age



Note: Nonresponse rate for this question was 16% (33 respondents out of 207 respondents)

- Of the 174 respondents who disclosed their age, over 55% (96 respondents) were between the ages of 45 and 64; and another 12 respondents were older than 65. Overall, over 62% of the respondents were 45 years or older (Figure 1).
- Those under the age of 45 accounted for 38% of respondents who disclosed their age.

Figure 2. Respondent Count by Ethnicity



Note: Nonresponse rate for this question was 16% (34 respondents out of 207 respondents)

- A vast majority of respondents self-identified their ethnicity as *White/Caucasian* (almost 92%). The proportion of respondents who self-identified as *White/Caucasian* reflects previous studies conducted by the Center for Economic Development showing that the largest group of the Minneapolis Saint Paul population is *White/Caucasian*, accounting for almost 85% of the population (Figure 2).[3]

[3] Center for Economic Development, "Minneapolis Saint Paul 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

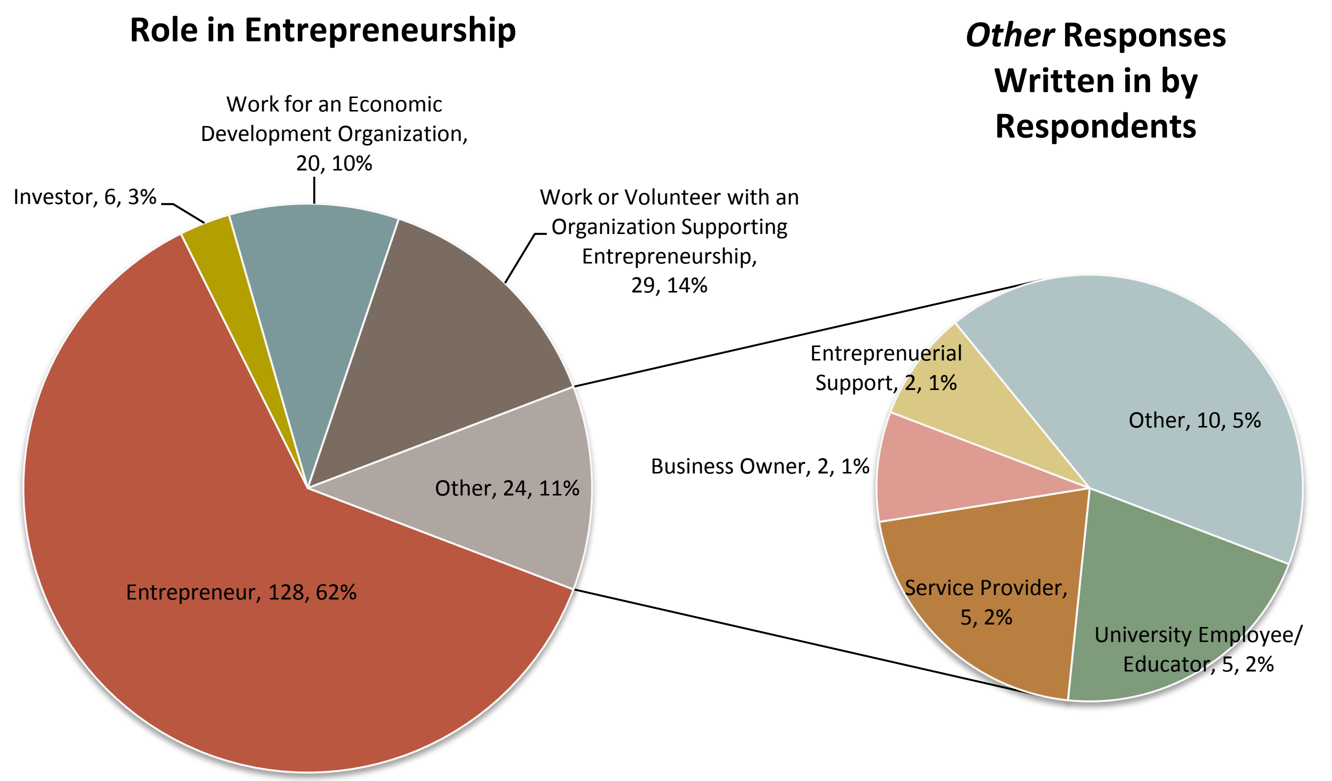
Entrepreneurship Self-Identification Categories	Respondent Count	Percentage of Respondents
Entrepreneur	128	62%
Investor	6	3%
Work for an Economic Development Organization	20	10%
Work or Volunteer with an Organization Supporting Entrepreneurship	29	14%
Other	24	11%
TOTAL	**207**	**100%**

Note: Nonresponse rate for this question was 0% (0 respondents); 0 out of 207 respondents

- Survey participants were asked what role they play in entrepreneurship in the Minneapolis Saint Paul region; all survey participants responded to this question.
- The largest respondent category was *Entrepreneurs* with 6 out of 10 respondents (62%) self-identifying themselves in this manner (Table 3) (Figure 3).
- The second largest respondent category is *Work or Volunteer with an Organization Supporting Entrepreneurship* (29 respondents, 14%).
- A slightly larger percentage of men (62%) self-identified as entrepreneurs than women (60%). For more information on Self-Identified Role in Entrepreneurship by Gender see Appendix A, Table A.1.
- Examining respondents by age, a higher percentage of respondents under the age of 45 self-identified as entrepreneurs (73%) than those 45 years old or older (55%). 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



Note: Nonresponse rate for this question was 0% (0 respondents of 207 respondents

- Over 11% of respondents self-identified as *Other*. Based upon written responses, Figure 3 depicts a grouping of those write-in responses and could account for 58% 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	51	40%
I started a business three to five years ago	19	15%
I started a business within the past two years	34	27%
I am in the planning stages for my new business	17	13%
I want to start my own business within the next year	4	3%
I want to start my own business within the next five years	2	2%
TOTAL	**127**	**100%**

Note: Nonresponse rate for this question was 0.8% (1 respondent); 1 out of 128 respondents

- Of 127 respondents, 40% answered 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 past two years (27%).
- 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 18% of respondents.

Stage of Business

Q: At what STAGE 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	13	11%
Incubating	23	19%
Demonstrating	24	20%
Market Entry	28	23%
Growth & Sustainability	32	27%
Total	**120**	**100%**

Note: Nonresponse rate for this question was 6.3% (8 respondents); 8 out of 128 respondents

- Those respondents who self-identified as *entrepreneurs* were questioned about what stage of the entrepreneurial process their business is in currently (Table 5).
- One-half 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" and that is where JumpStart Ventures in Northeast Ohio focuses its funding and assistance.

Entrepreneurs by Stage of Business

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

		Respondent Count				
		At What Stage is Your Business?				
Self-Identified Situation as an Entrepreneur	Total Respondent Count	Imagining	Incubating	Demonstrating	Market Entry	Growth & Sustainability
I started a business more than five years ago	**47**	1	3	7	10	26
I started a business three to five years ago	**17**	0	3	2	8	4
I started a business within the past two years	**34**	2	10	11	10	1
I am in the planning stages for my new business	**16**	6	5	4	0	1
I want to start my own business within the next year	**4**	2	2	0	0	0
I want to start my own business within the next five years	**2**	2	0	0	0	0
TOTAL	**120**	**13**	**23**	**24**	**28**	**32**

Note: Nonresponse rate for this question was 6.3% (8 respondents); 8 out of 128 respondents

- Examining respondent counts by both their self-identified situation as an entrepreneur and the stage at which they self-identify their business stage reflects their process and time throughout 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 (26 respondents) (Table 6).
- It is interesting to note that those entrepreneurs who started their business within the last two years have responses that are somewhat evenly distributed among the business stages *incubating* (10), *demonstrating* (11), and *market entry* (10).

Entrepreneur Ability to Generate Support

Q: If you started a business in the last five years and the business is still running, how <u>confident</u> 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	38	31%
Somewhat Confident	32	27%
Neutral	16	13%
Somewhat Not Confident	8	7%
Not Confident	2	2%
N/A	24	20%
Total	**120**	**100%**

Note: Nonresponse rate for this question was 6.3% (8 respondents); 8 out of 128 respondents

- Those respondents who self-identified as *entrepreneurs* were questioned about how confident they are that they will be able to generate support and resources to continue to be successful (Table 7).
- Of those who responded, 58% indicated they were *confident* or *somewhat confident* that they would be able to garner support and resources for their entrepreneurial ventures.

Entrepreneurs by Ability to Generate Support

Table 8. Respondents Who Self-Identified as *Entrepreneurs* by Time in Business and by Ability to Generate Support

	Respondent Count				
	Confident	Somewhat Confident	Neutral	Somewhat Not Confident	Not Confident
I started a business more than five years ago	18	11	4	3	0
I started a business three to five years ago	5	8	1	2	1
I started a business within the past two years	12	10	7	3	1
I am in the planning stages for my new business	2	2	3	0	0
I want to start my own business within the next year	1	0	1	0	0
I want to start my own business within the next five years	0	1	0	0	0
Total	**38**	**32**	**16**	**8**	**2**

Note: Nonresponse rate for this question was 3.1% (4 respondents); 4 out of 128 respondents

- Examining respondent counts by both their self-identified situation as an entrepreneur and their ability to generate support and resources to continue to be successful examines the confidence level of an entrepreneur by business situation.
- The category most selected in Table 8 was entrepreneurs who started their business more than five years ago and were confident in their ability to garner support and resources (18 respondents).
- The second largest category, *somewhat confident*, had 32 respondents (Tables 7 and 8). Within this category, the majority of the respondents started their business at least two years ago.

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

NOTE: All respondents received the following questions

- Survey participants were asked to identify the industry in which they work or invest. Seventy-six respondents selected more than one industry category resulting in 521 responses (Table 9).
- The largest number of responses for one category was in *Computer Hardware* (9%) and the second largest was *Medical Devices* (7%).
- Among women, the most selected industry was *Retail* (11%) and among men *Computer Hardware* (11%). Among women who self-identified as entrepreneurs, their top industries were *Retail* and *Business Products and Services*. 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.
- The most selected industry was *Computer Hardware* (13%) among those respondents under the age of 45 and *Other* (9%) for those over the age of 45. For more information on Industry Self-Identification by Age see Appendix A, Table A.5., and Table A.6.

Table 9. Self-Identified Business Industry

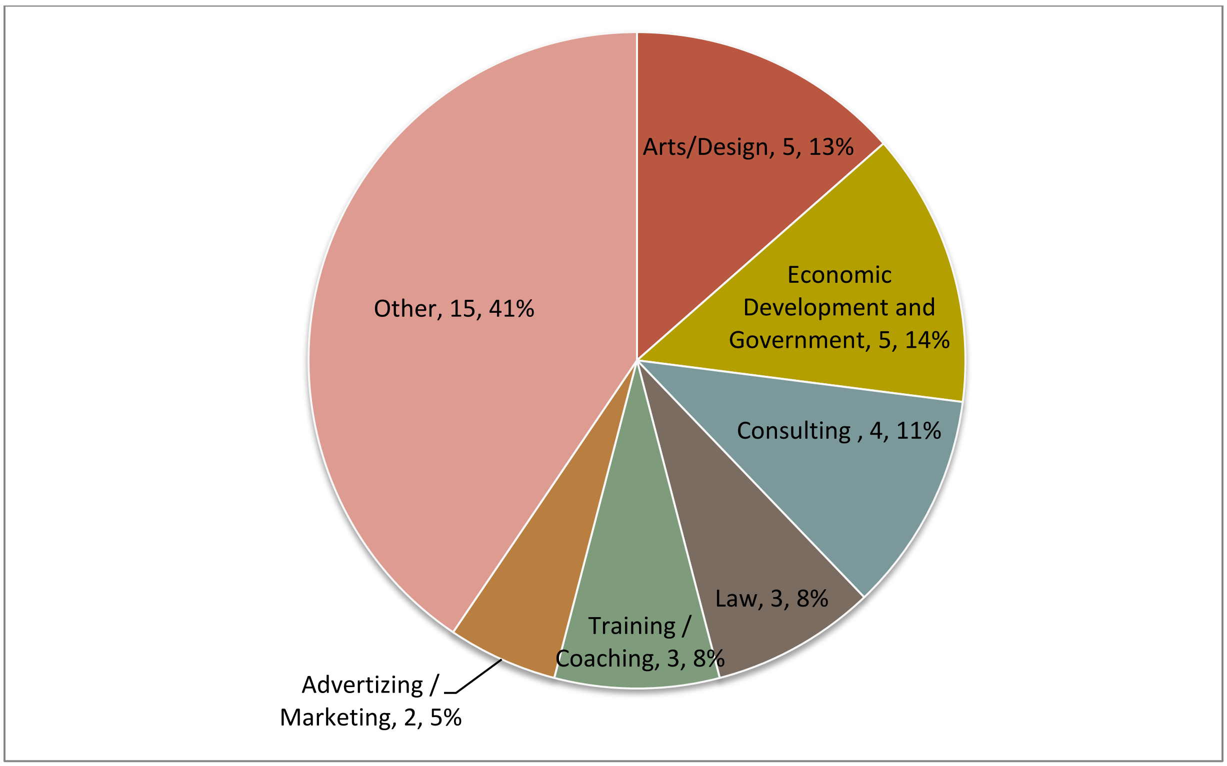
Industry	Respondent Count
Computer Hardware	49
Medical Devices	39
Business Products & Services	28
Information Technology	28
Retail	27
Bioscience/Biotechnology	26
Electronics	25
Consumer Products & Services	19
Construction	16
Financial Services	16
Agriculture	15
Education	15
Food & Beverages	14
Healthcare IT	14
Real Estate	14
Energy: Advanced, Alternative Products and Services	11
Industrial Manufacturing	11
Clinical Healthcare	10
Computer Software: Internet, SAS, Social Networking, Other	10
Computer Services: Installation, Networking, Repair	10
Media & Entertainment	10
Pharmaceuticals	10
Automotive & Transportation	8
Telecommunications	8
Environmental Services & Equipment	7
Aerospace & Defense	6
Chemicals	6
Banking	5
Leisure & Travel	5
Metals & Mining	5
Security Products & Services	5
Transport Services	5
Utilities	5
Insurance	2
Other	37
Total	**521**

Note: Respondents selected more than one industry

Table 10. Self-Identified Role – *Other* as Business Industry

Other	Respondent Count
Arts/Design	5
Economic Development and Government	5
Consulting	4
Law	3
Training/Coaching	3
Advertizing/Marketing	2
Other	15
TOTAL	**37**

Figure 4. *Other* Responses written in by Respondents



- Of the survey participants who answered *Other*, 5 respondents were working in *Arts or Design Organizations* and 5 were working for *Economic Development and Government Agencies* (Table 10 & Figure 4).
- *Legal; Training/Coaching; and Advertizing/Marketing,* were also write-in categories listed by respondents.

CAPITAL

Q: GETTING ACCESS TO CAPITAL FOR NEW BUSINESSES FROM THE FOLLOWING SOURCES IN THE MINNEAPOLIS SAINT PAUL REGION IS EASY. *(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 11. Perceptions of Access to Capital

	Respondent Count							
	Sources of Capital in the Minneapolis Saint Paul Region							
	Debt - Banks	Debt - Other Sources	Equity - Friends/ Family	Equity - Angel Capital	Equity – Venture Capital	Grants – Local / Regional	Grants - State	Grants - Federal
Agree	8	3	11	5	3	4	2	5
Somewhat Agree	22	21	45	21	8	18	11	13
Neutral	23	36	48	38	24	27	21	23
Somewhat Disagree	24	43	33	39	35	35	33	30
Disagree	90	56	31	61	91	73	91	87
N/A	22	30	21	25	28	32	31	31
TOTAL	**189**	**189**	**189**	**189**	**189**	**189**	**189**	**189**

Note: Nonresponse rate for this question was 8.7% (18 respondents); 18 out of 207 respondents

- Respondents were asked their perceptions of 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 11).
- Examining responses in the categories *somewhat disagree* and *disagree* shows that most respondents had a negative perception of obtaining access to capital. These ranged from 34% (*Equity – Friend/Family*) to 67% (*Equity – Venture Capital*) of respondents who viewed access to capital unfavorably.
- Looking at responses by only those who self-identified as entrepreneurs shows that most entrepreneurs had a negative perception of obtaining access to capital. These ranged from 32% (Equity – Friend/Family) to 65% (Equity – Angel Capital) of respondents who viewed access to capital unfavorably.
- When comparing the perceptions of access to capital by gender, men have a slightly more negative outlook on access to capital than women, especially in reference to access to equity venture capital (75% of men *somewhat disagreed* or *disagreed* that getting access to venture capital was easy; while 50% 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 negative 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

GETTING ACCESS TO HELPFUL SUPPORT SERVICES AND MENTORING IS EASY FOR STARTUP BUSINESSES IN THE MINNEAPOLIS SAINT PAUL REGION.

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

Table 12. Perceptions of Access to Support Services and Mentoring

	Respondent Count	Percentage of Respondent Count
Agree	37	20%
Somewhat Agree	56	30%
Neutral	33	17%
Somewhat Disagree	35	18%
Disagree	24	13%
N/A	4	2%
Total	**189**	**100%**

Note: Nonresponse rate for this question was 8.7% (18 respondents); 18 out of 207 respondents

- Respondents were asked about their perceptions of access to support services and mentoring for startup businesses in the Minneapolis Saint Paul Region.
- More respondents agreed than disagreed that access to support services was easy (50% *agree or somewhat agree* versus 31% *somewhat disagree* or *disagree*) (Table 12).
- Entrepreneurs responded similarly to all respondents with 44% in agreement (*agree* or *somewhat agree*) versus 33% in disagreement (*somewhat disagree* or *disagree*).

Table 13. 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	11	17%	22	20%
Somewhat Agree	17	26%	37	34%
Neutral	9	13%	17	16%
Somewhat Disagree	15	23%	19	18%
Disagree	13	20%	10	9%
N/A	1	1%	3	3%
Total	**66**	**100%**	**108**	**100%**

Table 14. 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	17	14%	17	35%
Somewhat Agree	39	32%	13	27%
Neutral	19	16%	6	13%
Somewhat Disagree	26	21%	7	15%
Disagree	19	16%	3	6%
N/A	2	1%	2	4%
Total	**122**	**100%**	**48**	**100%**

- Analyzing the responses of perceptions of access to support services and mentoring by age shows that respondents under 45 years old are evenly split (43% *agree/somewhat agree* versus 43% *disagree/somewhat disagree*). For respondents 45 years old and older 54% *agree* or *somewhat agree* and only 29% *disagree* or *somewhat disagree* (Table 13). This shows a large disparity amongst the age groups in the perceptions of support services and mentoring in the Minneapolis Saint Paul region and that **support targeted at individuals under 45 years old could help improve perceptions on this issue.**
- It is interesting to note that 62% of women respondents answered in the affirmative (*agree/somewhat agree*), and of these responses 60% were entrepreneurs; while only 46% of men selected *agree* or *somewhat agree*. **These different responses between men and women may show a gap for support services and mentoring opportunities specifically for men.**

College and University Assistance

Q: Colleges and universities in the Minneapolis Saint Paul 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 15. 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	41	42	31	47	44	23
Somewhat Agree	35	47	41	63	43	35
Neutral	30	28	31	19	35	37
Somewhat Disagree	29	29	30	19	21	25
Disagree	19	16	22	14	19	32
N/A	25	17	24	17	17	27
TOTAL	**179**	**179**	**179**	**179**	**179**	**179**

Note: Nonresponse rate for this question was 13.5% (28 respondents); 28 out of 207 respondents

- Respondents were asked about their perceptions of resources and information provided by colleges and universities in the Minneapolis Saint Paul 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 *training* (Table 15).
- Of those who responded to this question, 32% *somewhat disagreed* or *disagreed* that *Technology Transfer or Licensing* assistance from colleges and universities was sufficient, while 15% responded *N/A*. **It is unclear what the demand is for technology transfer and licensing assistance in the Minneapolis Saint Paul region, but a sizeable number of respondents are not satisfied with the status quo.**

Business Support Organizations

Q: Business support organizations in the Minneapolis Saint Paul Region provide the knowledge and information needed to start and grow a new business.

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

Table 16. Perceptions of Business Support Organizations

	Respondent Count	Percentage of Respondents
Agree	32	18%
Somewhat Agree	63	35%
Neutral	35	20%
Somewhat Disagree	27	15%
Disagree	17	9%
N/A	5	3%
TOTAL	**179**	**100%**

Note: Nonresponse rate for this question was 13.5% (28 respondents); 28 out of 207 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 Minneapolis Saint Paul region with over 53% of survey participants selecting *agree* or *somewhat agree* (Table 16).
- When the perceptions of business support organizations are compared by gender, men have a more negative outlook than women. 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 45 years and older have a slightly more positive outlook than those under 45. 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 SUFFICIENT IN THE MINNEAPOLIS SAINT PAUL REGION.

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

Table 17. Perceptions of Entrepreneurial Networking Opportunities

	Respondent Count	Percentage of Respondents
Agree	48	27%
Somewhat Agree	62	34%
Neutral	21	12%
Somewhat Disagree	33	18%
Disagree	14	8%
N/A	1	1%
TOTAL	**179**	**100%**

Note: Nonresponse rate for this question was 13.5% (28 respondents); 28 out of 207 respondents

- Individuals surveyed by the Minneapolis Saint Paul Entrepreneurial Opportunity Survey were asked if there were sufficient opportunities for entrepreneurs to meet and network with each other in the Minneapolis Saint Paul region.
- Only 26% had an unfavorable response (*somewhat disagree and disagree*), over 61% of respondents had a favorable response to this question (*agree* and *somewhat agree*); showing an overwhelmingly positive response to the networking opportunities for entrepreneurs in the Minneapolis Saint Paul Region (Table 17).
- It is interesting that women generally answered more positively than men, with 65% of women choosing *agree* or *somewhat agree,* while 59% of men selected these answers. For more information on Perceptions of Entrepreneurial Networking Opportunities by Gender see Appendix A, Table A.13.
- Respondents under 45 years old were largely more positive than those 45 years and older with 65% of respondents under 45 years old choosing *agree* or *somewhat agree* when asked about networking opportunities, while only 46% of respondents 45 years and older selected these answers. 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 18. Perceptions of Government Responsiveness

	Respondent Count		
	Governments		
	City	County	State
Agree	11	4	10
Somewhat Agree	29	21	30
Neutral	22	29	23
Somewhat Disagree	39	40	50
Disagree	66	71	58
N/A	12	14	8
TOTAL	**179**	**179**	**179**

Note: Nonresponse rate for this question was 13.5% (28 respondents); 28 out of 207 respondents

- Survey participants were asked about their perceptions of government responsiveness at the city, county, and state level.
- More than half of respondents replied that city (59%, 105), county (62%, 111) and state (60%, 111) governments **do not** provide sufficient, relevant services to entrepreneurs (those selecting *somewhat disagree* or *disagree*).
- Examining responses about the perception of government responsiveness by those who self-identify as *entrepreneurs* shows a greater dissatisfaction than the general cohort--city (63%, 71), county (63%; 71) and state (62%; 70).

WORKFORCE

Q: WELL-TRAINED WORKERS IN THE FOLLOWING OCCUPATIONAL CATEGORIES ARE IN SUFFICIENT SUPPLY IN THE MINNEAPOLIS SAINT PAUL 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 19. Perceptions of Workforce Supply

	Respondent Count				
	Management Personnel	Scientists & Engineers	IT Specialists	Skilled/ Specialized Workers	Manufacturing & Assembly
Agree	88	68	79	65	63
Somewhat Agree	47	44	43	50	40
Neutral	21	21	16	27	30
Somewhat Disagree	7	15	18	14	5
Disagree	3	6	2	2	2
N/A	19	31	27	27	45
TOTAL	**185**	**185**	**185**	**185**	**185**

Note: Nonresponse rate for this question was 10.6% (22 respondents); 22 out of 207 respondents

- Respondents were asked their perceptions about 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 Minneapolis Saint Paul region: however, 11% of respondents believed that there was not a sufficient supply of scientists and engineers in the Minneapolis Saint Paul Region (*somewhat disagree*: 15; *disagree*: 31) (Table 19).
- On the other hand, 73% of respondents believed that management personnel workers were in sufficient supply in the Minneapolis Saint Paul Region (*agree*: 88; *somewhat agree*: 47).

ATTITUDE

Q: ATTITUDES TOWARD ENTREPRENEURS AMONG THE FOLLOWING GROUPS IN THE MINNEAPOLIS SAINT PAUL 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 20. Perceptions of Attitudes toward Entrepreneurs

	Respondent Count				
	Friends / Family	Business Community	Government Economic Development Agencies	Local NPOs that Support Entrepreneurs	Other Entrepreneurs
Agree	84	58	32	53	83
Somewhat Agree	54	65	51	59	52
Neutral	19	28	39	20	26
Somewhat Disagree	12	17	30	23	10
Disagree	8	7	20	12	2
N/A	2	4	7	12	6
Total	**179**	**179**	**179**	**179**	**179**

Note: Nonresponse rate for this question was 13.5% (36 respondents); 28 out of 207 respondents

- Those individuals surveyed by the Minneapolis Saint Paul Entrepreneurial Opportunity Survey were asked if the attitudes toward entrepreneurs were supportive in the Minneapolis Saint Paul region.
- Examining responses in the categories *agree* and *somewhat agree* shows that overall most respondents had a positive perception of attitudes toward entrepreneurs, ranging from 75% agreement (*Other Entrepreneurs*) to 46% agreement (*Government Economic Development Agencies*) (Table 20).
- When comparing the perceptions of attitudes toward entrepreneurs by gender, men and women were similar in their favorability outlook. 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 gender, respondents under the age of 45 (42% *agree/somewhat agree*) had more markedly negative perceptions of assistance provided by *government economic development organizations* than those 45 years old and older (19% *agree/somewhat agree*). 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 MINNEAPOLIS SAINT PAUL 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 21. Perceptions of Infrastructure

	Respondent Count				
	Available Real Estate	Information Technology	Air Transportation	Ground Transportation	Foreign Trade Zones
Agree	97	90	112	92	15
Somewhat Agree	45	58	36	40	19
Neutral	13	13	13	21	48
Somewhat Disagree	5	7	2	10	9
Disagree	7	4	3	4	15
N/A	10	5	11	10	71
TOTAL	**177**	**177**	**177**	**177**	**177**

Note: Nonresponse rate for this question was 14.5% (30 respondents); 30 out of 207 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 Minneapolis Saint Paul region
- For the most part, people responded in agreement that the varied infrastructure in Minneapolis Saint Paul was sufficient (Table 21).
- It is interesting to note, that only 19% of those surveyed *agreed* or *somewhat agreed* that foreign trade zones were sufficient, but 67% of respondents replied that they were *neutral* or *N/A* to this question, indicating that this is not a compelling issue for entrepreneurs in the Minneapolis Saint Paul 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 22. Perceptions of Ability to Obtain Support and Resources for Your Start-Up

	Respondent Count	Percentage of Respondents
Confident	32	18%
Somewhat Confident	60	34%
Neutral	27	15%
Somewhat Not Confident	34	19%
Not Confident	17	10%
N/A	7	4%
Total	**177**	**100%**

Note: Nonresponse rate for this question was 14.5% (30 respondents); 30 out of 207 respondents

- Of the 207 individuals surveyed, 177 (86%) responded about their ability to obtain support and resources to start a business within the next two years.
- In general, 52% 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 22).
- Men and women had generally equal responses to this question with no discernable differences between genders. For more information on Perceptions of Ability to Obtain Support and Resources for Entrepreneurial Activity by Gender see Appendix A, Table A.19.
- Examining this question by age shows that about the same percentage of individuals under 45 responded that they were *confident* (18%) as those 45 years old and older (17%). 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	Somewhat Disagree	Neutral	Somewhat Agree	Agree	N/A
1	*2*	*3*	*4*	*5*	

Table 23. Perceptions of the Most Recent Recession's Impact on Start-Ups

	Respondent Count	Percentage of Respondents
Agree	98	55%
Somewhat Agree	43	24%
Neutral	18	10%
Somewhat Disagree	12	7%
Disagree	6	3%
N/A	0	0%
Total	**177**	**100%**

Note: Nonresponse rate for this question was 14.5% (30 respondents); 30 out of 207 respondents

- Survey participants were asked if they believe that the most recent recession is affecting individuals' ability 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 55% of respondents *agree* that the most recent recession was adversely impacting entrepreneurial activity; this number climbs to over 80% when *agree* and *somewhat agree* are aggregated (Table 23).
- Of the f women respondents, 61% answered that they *agree* with this perception compared to only 53% of men. For more information on Perceptions of the Most Recent Recession's Impact on Entrepreneurial Activity by Gender see Appendix A, Table A.19.
- Examining this question by age shows that a greater percentage of individuals 45 and over responded that they *agree* (67%) with this perception than those under 45 years old (41%). For more information on Perceptions of the Most Recent Recession's Impact on Entrepreneurial Activity by Age see Appendix A, Table A.20.

Q: MORE PEOPLE ARE PURSUING ENTREPRENEURIAL OPPORTUNITIES DUE TO LAYOFFS AND HIGH UNEMPLOYMENT.

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

Table 24. Perceptions of Entrepreneurial Activity due to Layoffs and High Unemployment

	Respondent Count	Percentage of Respondents
Agree	67	38%
Somewhat Agree	70	40%
Neutral	17	10%
Somewhat Disagree	15	8%
Disagree	3	2%
N/A	5	3%
Total	**177**	**100%**

Note: Nonresponse rate for this question was 14.5% (30 respondents); 30 out of 207 respondents

- In general, 78% of respondents *agree* or *somewhat agree* that individuals were pursuing entrepreneurial activities due to layoffs or unemployment (Table 24).
- 85% of women and 83% 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.21.
- Examining this question by age shows that both groups overwhelmingly agree with the statement that individuals are pursuing entrepreneurial opportunities due to layoffs and high unemployment. Of those 45 years old or under, 74% responded *agree* or *somewhat agree*, while 80% of those 45 years or older responded that same way. For more information on Perceptions on Entrepreneurial Activities because of a Layoffs and High Unemployment by Age, see Appendix A, Table A.22.

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	76	62%	29	60%
Investor	5	4%	0	0%
Work for economic development organization	8	7%	7	15%
Work for or volunteer with an organization supporting entrepreneurship	20	16%	5	10%
Other	13	11%	7	15%
Total	**122**	**100%**	**48**	**100%**

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	48	73%	60	55%
Investor	1	1%	4	4%
Work for economic development organization	5	8%	10	9%
Work for or volunteer with an organization supporting entrepreneurship	6	9%	20	19%
Other	6	9%	14	13%
Total	**66**	**100%**	**108**	**100%**

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

Rank	Industry	Respondent Count (Women)	Percentage of Respondent Count (Women)
1	Retail	13	11%
2	Other	12	10%
3	Business Products & Services	11	9%
4	Industrial Manufacturing	7	6%
5	Medical Devices	7	6%
6	Real Estate	7	6%
7	Bioscience/Biotechnology	6	5%
8	Automotive & Transportation	4	3%
9	Consumer Products & Services	4	3%
10	Agriculture	3	3%
	Total	**74**	**62%**

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

	Industry	Respondent Count (Male)	Percentage of Respondent Count (Male)
1	Computer Hardware	37	11%
2	Medical Devices	29	9%
3	Information Technology	22	6%
4	Electronics	21	6%
5	Other	19	6%
6	Bioscience/Biotechnology	18	5%
7	Business Products & Services	16	5%
8	Construction	12	4%
9	Education	12	4%
10	Agriculture	11	3%
	Total	**197**	**59%**

A. 5. Top 10 Industry Self-Identification by Age (≥ 45 Years Old)

	Industry	Respondent Count (≥45 Years)	Percentage of Respondent Count (≥45 Years)
1	Other	25	9%
2	Medical Devices	24	9%
3	Bioscience/Biotechnology	18	6%
4	Business Products & Services	17	6%
5	Electronics	17	6%
6	Computer Hardware	15	5%
7	Retail	15	5%
8	Information Technology	11	4%
9	Agriculture	10	4%
10	Financial Services	10	4%
	Total	**162**	**58%**

A. 6. Top 10 Industry Self-Identification by Age (< 45 Years Old)

Rank	Industry	Respondent Count (<45 Years)	Percentage of Respondent Count (<45 Years)
1	Computer Hardware	23	13%
2	Information Technology	12	7%
3	Medical Devices	12	7%
4	Business Products & Services	9	5%
5	Retail	9	5%
6	Electronics	8	5%
7	Other	8	5%
8	Bioscience/Biotechnology	6	3%
9	Construction	6	3%
10	Industrial Manufacturing	6	3%
	Total	**99**	**56%**

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	4	8%	0	0%	3	6%	0	0%	1	2%	1	2%	2	4%	1	2%
Somewhat Agree	10	21%	9	19%	12	25%	5	10%	4	8%	7	15%	3	6%	2	4%
Neutral	6	13%	10	21%	9	19%	9	19%	5	10%	4	8%	3	6%	3	6%
Somewhat Disagree	6	13%	12	25%	9	19%	9	19%	8	17%	8	17%	8	17%	10	21%
Disagree	16	33%	5	10%	3	6%	11	23%	16	33%	17	35%	22	46%	20	42%
N/A	6	13%	12	25%	12	25%	14	29%	14	29%	11	23%	10	21%	12	25%
Total	**48**		**48**		**48**		**48**		**48**		**48**		**48**		**48**	

Note: Percentages may be slightly above or below 100% because of 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	2%	2	2%	6	5%	4	3%	2	2%	3	2%	0	0%	4	3%
Somewhat Agree	11	9%	10	8%	31	25%	15	12%	4	3%	11	9%	8	7%	11	9%
Neutral	12	10%	20	16%	29	24%	22	18%	12	10%	16	13%	11	9%	13	11%
Somewhat Disagree	16	13%	28	23%	23	19%	26	21%	23	19%	23	19%	22	18%	17	14%
Disagree	65	53%	45	37%	25	20%	46	38%	69	57%	50	41%	62	51%	60	49%
N/A	15	12%	17	14%	8	7%	9	7%	12	10%	19	16%	19	16%	17	14%
Total	**122**		**122**		**122**		**122**		**122**		**122**		**122**		**122**	

Note: Percentages may be slightly above or below 100% because of 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	5	5%	2	2%	5	5%	3	3%	3	3%	3	3%	2	2%	4	4%
Somewhat Agree	15	14%	15	14%	23	21%	14	13%	7	6%	15	14%	9	8%	11	10%
Neutral	10	9%	18	17%	22	20%	15	14%	8	7%	9	8%	6	6%	8	7%
Somewhat Disagree	12	11%	22	20%	23	21%	21	19%	16	15%	22	20%	18	17%	18	17%
Disagree	53	49%	33	31%	21	19%	37	34%	57	53%	40	37%	55	51%	49	45%
N/A	13	12%	18	17%	14	13%	18	17%	17	16%	19	18%	18	17%	18	17%
Total	**108**		**108**		**108**		**108**		**108**		**108**		**108**		**108**	

Note: Percentages may be slightly above or below 100% because of 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	2	3%	0	0%	3	5%	0	0%	0	0%	1	2%	0	0%	1	2%
Somewhat Agree	5	8%	5	8%	21	32%	6	9%	1	2%	3	5%	2	3%	2	3%
Neutral	10	15%	13	20%	20	30%	19	29%	12	18%	11	17%	9	14%	9	14%
Somewhat Disagree	11	17%	19	29%	9	14%	14	21%	15	23%	10	15%	12	18%	10	15%
Disagree	30	45%	18	27%	7	11%	22	33%	29	44%	30	45%	32	48%	33	50%
N/A	8	12%	11	17%	6	9%	5	8%	9	14%	11	17%	11	17%	11	17%
Total	**66**		**66**		**66**		**66**		**66**		**66**		**66**		**66**	

Note: Percentages may be slightly above or below 100% because of 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	17	14%	13	27%
Somewhat Agree	42	35%	17	36%
Neutral	27	22%	5	10%
Somewhat Disagree	21	17%	6	13%
Disagree	12	10%	5	10%
N/A	3	2%	2	4%
Total	**122**	**100%**	**48**	**100%**

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	8	12%	23	21%
Somewhat Agree	23	35%	39	36%
Neutral	16	24%	17	16%
Somewhat Disagree	11	17%	15	14%
Disagree	7	11%	10	9%
N/A	1	1%	4	4%
Total	**66**	**100%**	**108**	**100%**

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	30	25%	14	29%
Somewhat Agree	42	34%	17	36%
Neutral	16	13%	4	8%
Somewhat Disagree	23	19%	9	19%
Disagree	11	9%	3	6%
N/A	0	0%	1	2%
Total	**122**	**100%**	**48**	**100%**

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	15	23%	31	29%
Somewhat Agree	28	42%	32	29%
Neutral	2	3%	18	17%
Somewhat Disagree	16	24%	17	16%
Disagree	5	8%	9	8%
N/A	0	0%	1	1%
Total	**66**	**100%**	**108**	**100%**

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	27	56%	16	33%	7	15%	17	35%	19	40%
Somewhat Agree	11	23%	18	38%	17	35%	19	40%	15	31%
Neutral	5	10%	6	13%	9	19%	3	6%	7	15%
Somewhat Disagree	3	6%	5	10%	7	15%	2	4%	4	8%
Disagree	0	0%	0	0%	5	10%	4	8%	0	0%
N/A	2	4%	3	6%	3	6%	3	6%	3	6%
Total	**48**		**48**		**48**		**48**		**48**	

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	53	43%	38	31%	23	19%	33	27%	61	50%
Somewhat Agree	40	33%	45	37%	32	26%	38	31%	33	27%
Neutral	13	11%	20	16%	27	22%	15	12%	17	14%
Somewhat Disagree	8	7%	11	9%	21	17%	19	16%	6	5%
Disagree	8	7%	7	6%	15	12%	8	7%	2	2%
N/A	0	0%	1	1%	4	3%	9	7%	3	2%
Total	**122**		**122**		**122**		**122**		**122**	

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	27	41%	20	30%	4	6%	20	30%	29	44%
Somewhat Agree	20	30%	26	39%	9	14%	17	26%	17	26%
Neutral	8	12%	8	12%	22	33%	6	9%	11	17%
Somewhat Disagree	4	6%	5	8%	17	26%	14	21%	7	11%
Disagree	6	9%	5	8%	11	17%	5	8%	0	0%
N/A	1	2%	2	3%	3	5%	4	6%	2	3%
Total	**66**		**66**		**66**		**66**		**66**	

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	54	50%	35	32%	26	24%	31	29%	50	46%
Somewhat Agree	34	31%	39	36%	42	39%	41	38%	35	32%
Neutral	10	9%	19	18%	15	14%	13	12%	14	13%
Somewhat Disagree	7	6%	11	10%	12	11%	8	7%	3	3%
Disagree	2	2%	2	2%	9	8%	7	6%	2	2%
N/A	1	1%	2	2%	4	4%	8	7%	4	4%
Total	**108**		**108**		**108**		**108**		**108**	

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	21	17%	9	19%
Somewhat Confident	43	35%	17	36%
Neutral	19	16%	5	10%
Somewhat Not Confident	23	19%	9	19%
Not Confident	12	10%	5	10%
N/A	4	3%	3	6%
Total	**122**	**100%**	**48**	**100%**

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	12	18%	18	17%
Somewhat Confident	18	27%	42	39%
Neutral	14	21%	12	11%
Somewhat Not Confident	15	23%	19	17%
Not Confident	4	6%	13	12%
N/A	3	5%	4	4%
Total	**66**	**100%**	**108**	**100%**

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	65	53%	29	61%
Somewhat Agree	28	23%	13	27%
Neutral	13	11%	4	8%
Somewhat Disagree	11	9%	1	2%
Disagree	5	4%	1	2%
N/A	0	0%	0	0%
Total	**122**	**100%**	**48**	**100%**

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	27	41%	71	66%
Somewhat Agree	16	24%	26	24%
Neutral	11	17%	6	5%
Somewhat Disagree	7	10%	4	4%
Disagree	5	8%	1	1%
N/A	0	0%	0	0%
Total	**66**	**100%**	**108**	**100%**

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	41	34%	22	46%
Somewhat Agree	48	39%	19	40%
Neutral	15	12%	2	4%
Somewhat Disagree	12	10%	3	6%
Disagree	2	2%	1	2%
N/A	4	3%	1	2%
Total	**122**	**100%**	**48**	**100%**

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	22	33%	44	41%
Somewhat Agree	27	41%	42	39%
Neutral	10	15%	7	6%
Somewhat Disagree	4	6%	11	10%
Disagree	1	2%	1	1%
N/A	2	3%	3	3%
Total	**66**	**100%**	**108**	**100%**

APPENDIX B: SURVEY INSTRUMENT

B. 1. Minneapolis Saint Paul Entrepreneurial Opportunity Survey Instrument

2010 ENTREPRENEURIAL OPPORTUNITY SURVEY

The purpose of this confidential survey is to **assess the entrepreneurial climate for starting and sustaining a business in the Minneapolis Saint Paul 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. Minneapolis Saint Paul 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. Minneapolis Saint Paul 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 Minneapolis Saint Paul 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 Minneapolis Saint Paul Region.

Disagree				Agree	
1	2	3	4	5	N/A

B.1. Minneapolis Saint Paul Entrepreneurial Opportunity Survey Instrument (Continued)

8. Well-trained workers in the following occupational categories are in <u>sufficient supply</u> in the Minneapolis Saint Paul 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 Minneapolis Saint Paul 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 Minneapolis Saint Paul 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 Minneapolis Saint Paul Region.

Disagree				Agree	
1	2	3	4	5	N/A

B.1. Minneapolis Saint Paul 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 Minneapolis Saint Paul 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 Minneapolis Saint Paul 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. Minneapolis Saint Paul 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?