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Northeast Indiana Entrepreneurial Opportunity Survey Analysis

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NORTHEAST INDIANA ENTREPRENEURIAL OPPORTUNITY SURVEY ANALYSIS

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EXECUTIVE SUMMARY

The Northeast 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 10-county region of Northeast Indiana. The Northeast Indiana Entrepreneurial Opportunity Survey is one facet of multi- layered research on entrepreneurship and investment in Northeast Indiana. 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 Fort Wayne Chamber of Commerce, the Northeast Indiana Regional Fund, and the Indiana Economic Development Corporation.

MAJOR FINDINGS

The Northeast Indiana Entrepreneurial Opportunity Survey revealed mixed perceptions toward the entrepreneurial climate in Northeast Indiana when analyzed across multiple categories. This survey had significant participation with a total of 227 unique respondents. Of these respondents, 183 provided demographic information; 75% of the respondents were male. Almost half of the respondents reported their business in Allen County, which is by far the largest county in the Fort Wayne metropolitan area.

The largest group of respondents were those who identified themselves as entrepreneurs, with almost half (48%) classifying themselves as such. The entrepreneur group was made up mostly of individuals who had been in business more than five years and were in the growth & sustainability phase of the business stage. Of these entrepreneurs, 56% reported that they were *Confident* or *Somewhat Confident* in their ability to generate support and resources for entrepreneurial activity; this overall favorable perception of entrepreneurs' capability to garner support is a positive sign for the region.

All respondents were questioned on their perception of capital availability in its many different forms (debt, equity, and grants) in the Northeast Indiana 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 *Grants-Federal*. The highest respondent count of a favorable nature was of building equity from friends and family (*Agree*, 10%; *Somewhat Agree*, 14%).

It is important to look not only at business formation, but to examine the overall entrepreneurial ecosystem in Northeast Indiana, which includes the resources of colleges and universities, business support organizations, government, and networking in the region. Overall, when surveyed about these resources, most respondents reported that colleges and universities were helpful, but a sizeable number of respondents (32%) reported dissatisfaction with the resources available in regard to university services on technology transfer or licensing. It is unclear at this time what the demand for technology transfer or licensing is in Northeast Indiana, 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 information to start and grow a new business in Northeast Indiana.

On the other hand, more than half of respondents replied that city governments (51%) and county governments (52%) do not provide relevant services to entrepreneurs. The ability of an entrepreneur to generate leads through networking is also important; 43% of respondents *agree* or *somewhat agree* that opportunities for entrepreneurs to meet and network with others are sufficient in the region.

RESPONSES BY GROUP CLASSIFICATION

In order to examine the different characteristics of respondents, questions were asked 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 significantly more negative than those under 45 years old, but there is no discernable difference among respondents by gender.

One of the most interesting response categorizations occurred in perception of mentoring by gender; men were favorable about their ability to access support and mentoring, while women were somewhat evenly split (40% favorable; 33% unfavorable) about their opportunities to obtain these services. This gender gap may suggest that targeted mentoring and support for women entrepreneurs could help improve female entrepreneurship opportunities in the region.

INTRODUCTION

This report has been prepared for JumpStart Community Advisors by the Center for Economic Development (CED) at Cleveland State University's Maxine Goodman Levin College of Urban Affairs. The report analyzes respondent data from the Northeast Indiana Entrepreneurial Opportunity Survey. This survey was conducted by JumpStart Community Advisors in partnership with the Greater Fort Wayne Chamber of Commerce, the Northeast Indiana Regional Fund, and the Indiana Economic Development Corporation.

Northeast Indiana is defined for this study as a 10-county region that includes the Fort Wayne Combined Statistical Area (CSA)[1], and LaGrange and Wabash Counties.

The structure of this report is such that in most instances in the analysis, a graphic or table is followed by bullet points that highlight the observations of data collected and studied. In addition, boxes entitled "Q" represent the question proposed to survey participants; responses are tabulated below the boxes. Questions have been re-ordered from the original survey instrument for analysis purposes.

[1] The Fort Wayne CSA consists of the following counties: Adams, Allen, DeKalb, Huntington, Noble, Steuben, Wells, and Whitley

METHODOLOGY

The objective of the Northeast Indiana Entrepreneurial Opportunity Survey is to provide information about the **perceptions** of entrepreneurs and those involved in the entrepreneurial network in Northeast Indiana for JumpStart Community Advisors (JCA) as they conduct face-to-face interviews, focus groups, and other multi-layered research to create a Regional Entrepreneurial Action Plan for the region. This survey was conducted in partnership with the Greater Fort Wayne Chamber of Commerce, the Northeast Indiana Regional Fund and the Indiana Economic Development Corporation.

JumpStart Community Advisors collected contact information of entrepreneurs and those involved in entrepreneurial networks in Northeast Indiana and disseminated the web-based survey via email. The Northeast Indiana Entrepreneurial Opportunity Survey was promoted by JumpStart Community Advisors, the Greater Fort Wayne Chamber of Commerce, the Northeast Indiana Fund and the Indiana Economic Development Corporation.

Online collection of the Northeast Indiana Entrepreneurial Opportunity Survey was conducted over a 7-week period between November 16, 2010, and January 7, 2011. The survey was promoted in an initial email and follow-up email blast to the Northeast Indiana entrepreneurial community. A total of 230 respondents participated in the survey; only three of the responses had to be removed because their address information was later found to be outside the Northeast Indiana reference area; subsequently, there were a total of 227 official respondents.

It is important to address the types of bias that can be detected in survey responses for the Northeast Indiana Entrepreneurial Opportunity Survey. Even with JCA's significant attempts to obtain contact information for all entrepreneurs and those involved in the entrepreneurial network in Northeast Indiana, 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 Northeast Indiana Entrepreneurial Opportunity Survey Instrument please see Appendix B, Table B.1.

SURVEY RESPONSE ANALYSIS

DEMOGRAPHIC CHARACTERISTICS

Table 1. Respondent Count by Northeast Indiana County

Northeast Indiana County	Respondent Count	Percentage of Respondents
Adams County	2	1%
Allen County	88	49%
DeKalb County	11	6%
Huntington County	4	2%
LaGrange County	9	5%
Noble County	28	15%
Steuben County	11	6%
Wabash County	8	5%
Wells County	7	4%
Whitley County	13	7%
TOTAL	**181**	100%

Note: Nonresponse rate for this question was 20.3% (46 respondents); 46 out of 227 respondents

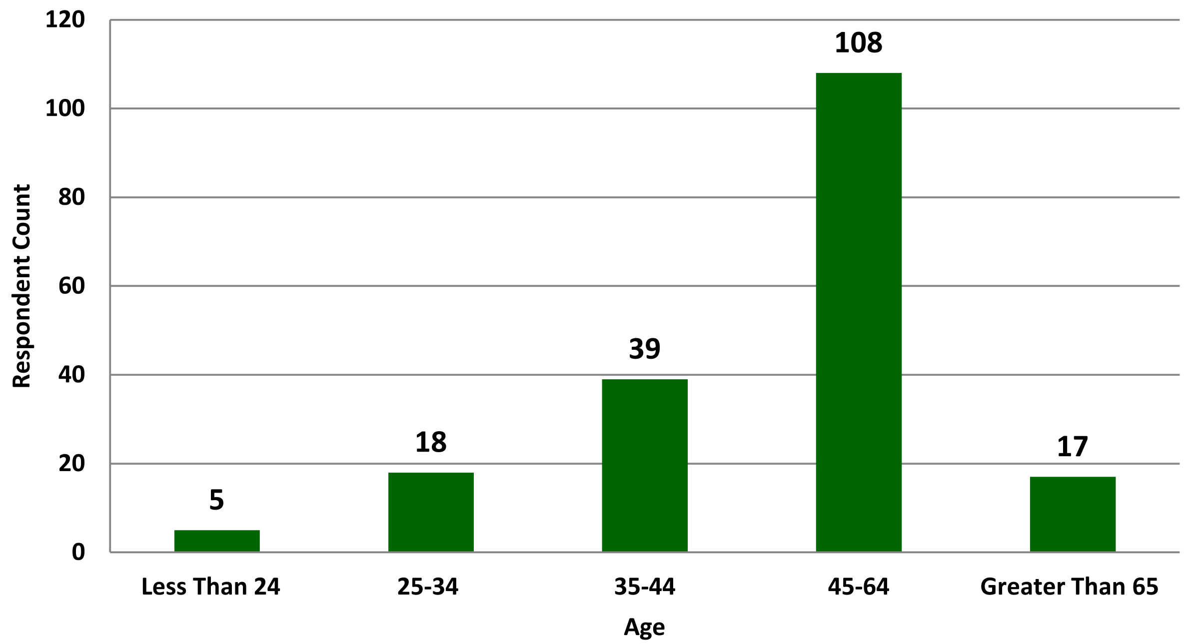
Table 2. Respondent Count by Gender

Gender	Respondent Count	Percentage of Respondents
Male	138	75%
Female	45	25%
TOTAL	**183**	**100%**

Note: Nonresponse rate for this question was 19.4% (44 respondents); 44 out of 227 respondents

- The demographic characteristics of survey respondents are necessary to evaluate respondent perceptions by location, gender, and age.
- Of the 181 respondents that identified their primary business location, almost half of them (49%) identified that their primary place of business was in Allen County (the county in which the city of Fort Wayne is located and the largest county in Northeast Indiana) (Table 1).
- In total, 138 men (75% of respondents) and 45 women (25% of respondents) identified their gender (Table 2).

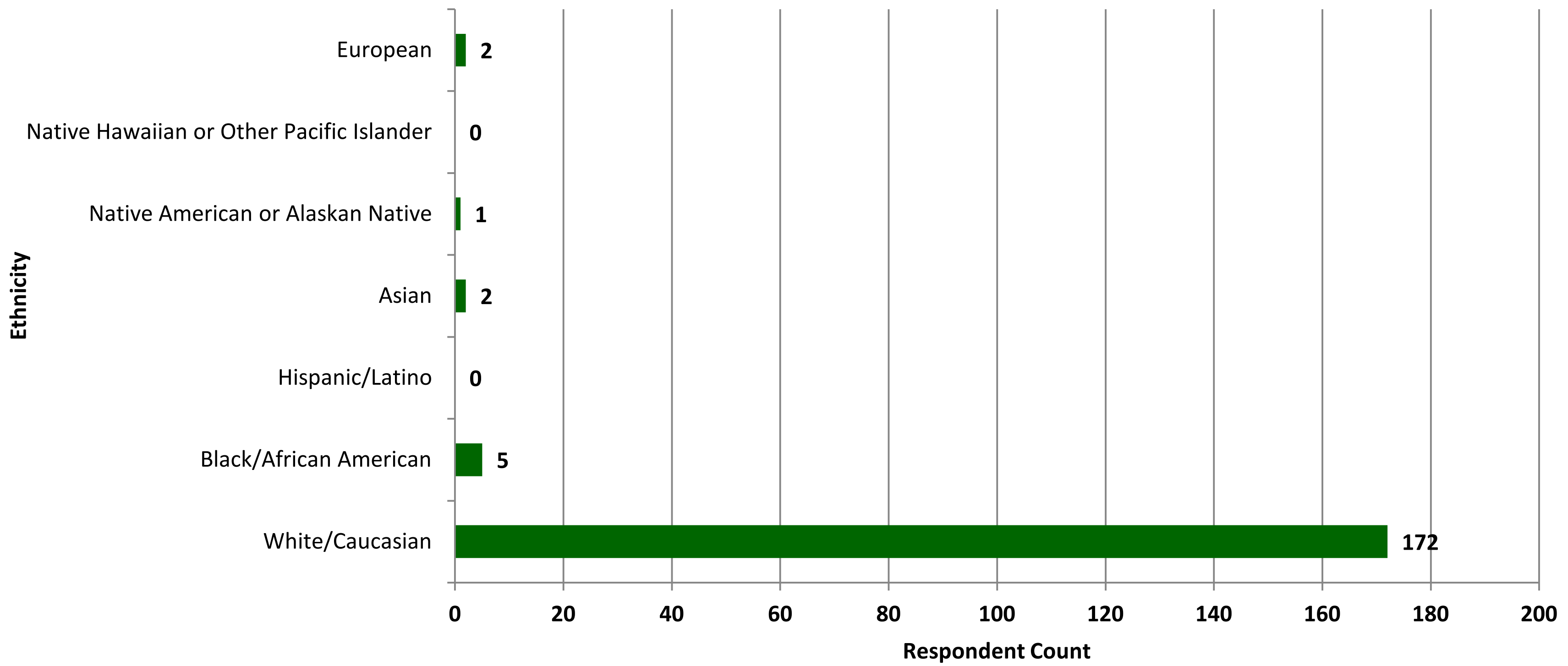
Figure 1. Respondent Count by Age



Note: Nonresponse rate for this question was 17.6% (40 respondents); 40 out of 227 respondents

- Of the 187 respondents who disclosed their age, over 57% (108 respondents) were between the ages of 45 and 64; and another 17 respondents were older than 65. Overall, over 67% of the respondents were 45 years or older (Figure 1).
- Those under the age of 45 accounted for 33% of respondents who disclosed their age.

Figure 2. Respondent Count by Ethnicity



Note: Non-Response rate for this question was 19.8% (45 respondents); 45 out of 227 respondents

- A vast majority of respondents self-identified their ethnicity as White/Caucasian (almost 95%). This reflects previous studies conducted by the Center for Economic Development showing that the largest group of the Northeast Indiana population is White/Caucasian, accounting for almost 89% of the population (Figure 2).[2]

[2] Center for Economic Development, "Northeast 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

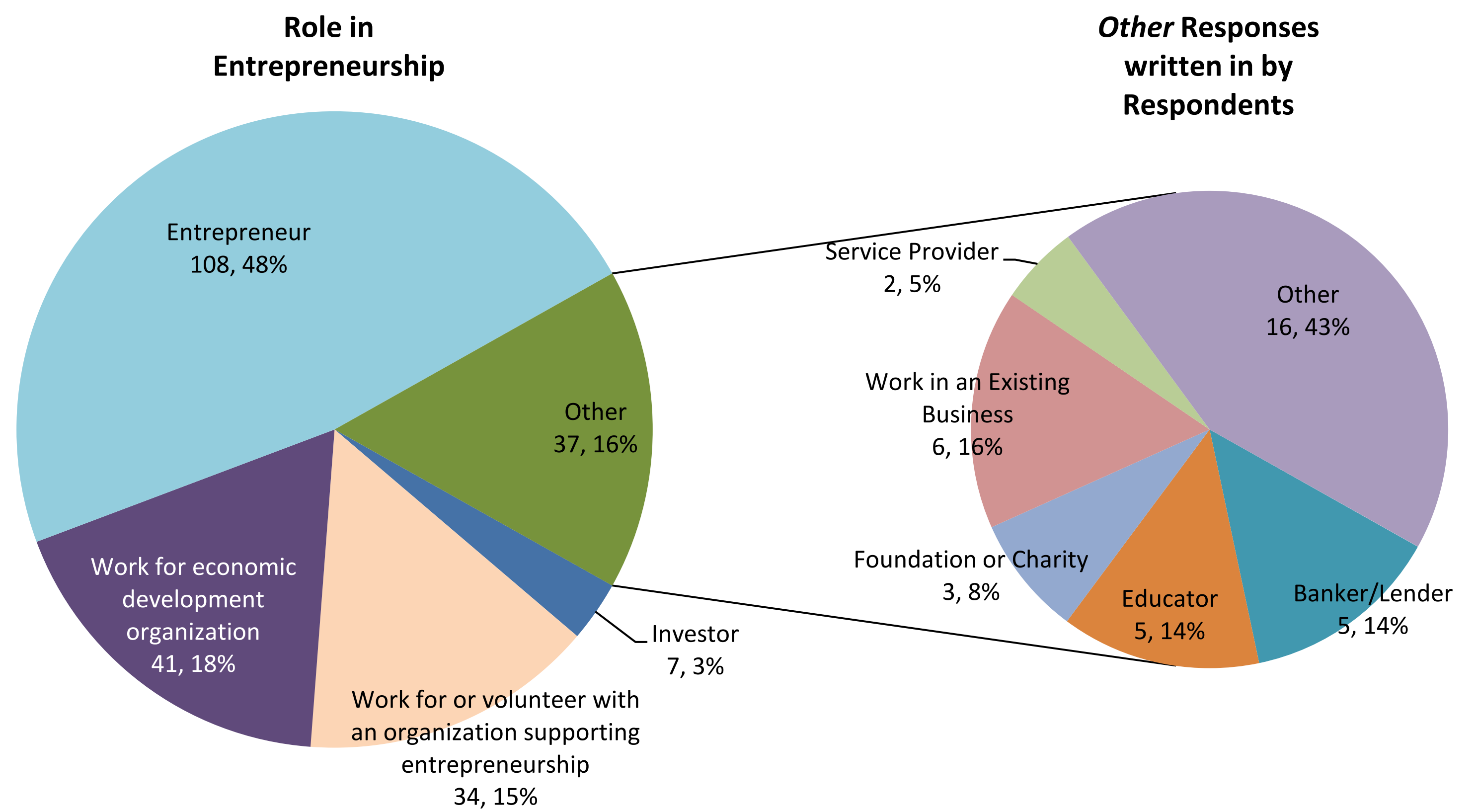
Entrepreneurship Self-Identification Categories	Respondent Count
Entrepreneur	108
Investor	7
Work for an Economic Development Organization	41
Work or Volunteer with an Organization Supporting Entrepreneurship	34
Other	37
TOTAL	**227**

Note: Nonresponse rate for this question was 0% (0 respondents); 0 out of 227 respondents

- Survey participants were asked what role they play in entrepreneurship in the Northeast Indiana Region; all survey participants responded to this question.
- The largest respondent category was *Entrepreneurs* with almost half of respondents (48%) self-identifying themselves in this manner (Table 3) (Figure 3).
- The second largest respondent category is *Work for an Economic Development Organization* (41 respondents, 18%).
- A larger percentage of men (56%) self-identified as entrepreneurs than women (38%). 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 (68%) than those 45 years old or older (44%). 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: Non-Response rate for this question was 0% (0 respondents); 0 out of 227 respondents; Rounding may have occurred to sum to 100%

- Almost 16% of respondents self-identified as *Other*. Based upon written in responses, Figure 3 depicts a grouping of those write-in responses and could account for 57% 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. Respondents Who Self-Identified as *Entrepreneurs* Description of Situation

	Respondent Count	Percentage of Respondents
I started a business more than five years ago	57	53%
I started a business three to five years ago	14	13%
I started a business within the past two years	20	19%
I am in the planning stages for my new business	11	10%
I want to start my own business within the next year	1	1%
I want to start my own business within the next five years	4	4%
Total	**107**	**100%**

Note: Nonresponse rate for this question was 0.9% (1 respondent); 1 out of 108 respondents

- More than half (53%) of respondents identified 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 (19%).
- Those self-identified entrepreneurs whose entrepreneurial activity is in the incubation stage (planning stages or want to start a business in the next year or the next five years) accounted for only 15% of respondents.

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

3. ***<u>Demonstrating</u>*** *- 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. ***<u>Market Entry</u>*** *- Your business is active in sales, marketing, operations, and beginning to grow.*

5. ***<u>Growth & Sustainability</u>*** *- 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	6	6%
Incubating	13	12%
Demonstrating	7	7%
Market Entry	23	22%
Growth & Sustainability	55	53%
Total	**104**	**100%**

Note: Nonresponse rate for this question was 3.7% (4 respondents); 4 out of 108 respondents

- Those respondents who self-identified as entrepreneurs were presented with the question in what stage of the entrepreneurial process is their business currently (Table 5).
- Over half of entrepreneurs (53%) indicated that their business was in the Growth & Sustainability stage and a little under a quarter (22%) of respondents stated that their business was at the Market Entry stage. This is consistent with the previous findings that more than half of the respondents have been in business for more the five years.

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	**55**	2	1	1	8	43
I started a business three to five years ago	**14**	0	1	1	4	8
I started a business within the past two years	**20**	0	2	4	11	3
I am in the planning stages for my new business	**10**	0	8	1	0	1
I want to start my own business within the next year	**1**	1	0	0	0	0
I want to start my own business within the next five years	**4**	3	1	0	0	0
TOTAL	**104**	**6**	**13**	**7**	**23**	**55**

Note: Nonresponse rate for this question was 3.7% (4 respondents); 4 out of 108 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 in the entrepreneurial cycle.
- The most selected category was those entrepreneurs that started their business more than five years ago and had a business that was in the growth and sustainability stage (43 respondents) (Table 6).
- The second most selected category was by those entrepreneurs that started a business within the last two years and their business was in the market entry stage (11 respondents).

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	38	36%
Somewhat Confident	21	20%
Neutral	9	9%
Somewhat Not Confident	7	7%
Not Confident	2	2%
N/A	27	26%
Total	**104**	**100%**

Note: Nonresponse rate for this question was 3.7% (4 respondents); 4 out of 108 respondents

- Those respondents who self-identified as *entrepreneurs* were presented with the question of how confident they are that they will be able to generate support and resources to continue to be successful (Table 7).
- 56% of respondents indicated that they were *confident* or *somewhat confident* that they were able to garner support and resources for the entrepreneurial ventures.

Entrepreneurs by Ability to Generate Support

Table 8. Respondents Who Self-Identified as *Entrepreneurs* Perceptions of Ability to Generate Support and Resources for Entrepreneurial Activity

	Respondent Count				
	Confident	Somewhat Confident	Neutral	Somewhat Not Confident	Not Confident
I started a business more than five years ago	21	9	3	3	1
I started a business three to five years ago	7	3	1	3	0
I started a business within the past two years	9	5	4	1	1
I am in the planning stages for my new business	1	2	1	0	0
I want to start my own business within the next year	0	0	0	0	0
I want to start my own business within the next five years	0	2	0	0	0
Total	**38**	**21**	**9**	**7**	**2**

Note: Nonresponse rate for this question was 3.7% (4 respondents); 4 out of 108 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.
- The category most selected was entrepreneurs who started their business more than five years ago and were confident in their ability to garner support and resources (21 respondents) (Table 8).
- Overall, most entrepreneurs (76.6%), were *confident* or *somewhat confident* that they will be able to generate support in their entrepreneurial activities to be successful regardless of their situation.

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. Eighty respondents selected more than one industry category resulting in 428 responses (Table 9).
- The largest number of responses for one category was in *Business Products and Services* (30) and the second largest was *Information Technology* (28).
- Among women, the most selected industry was *Education* (19%) and among men *Information Technology* (8%). 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.

Table 9. Self-Identified Business Industry

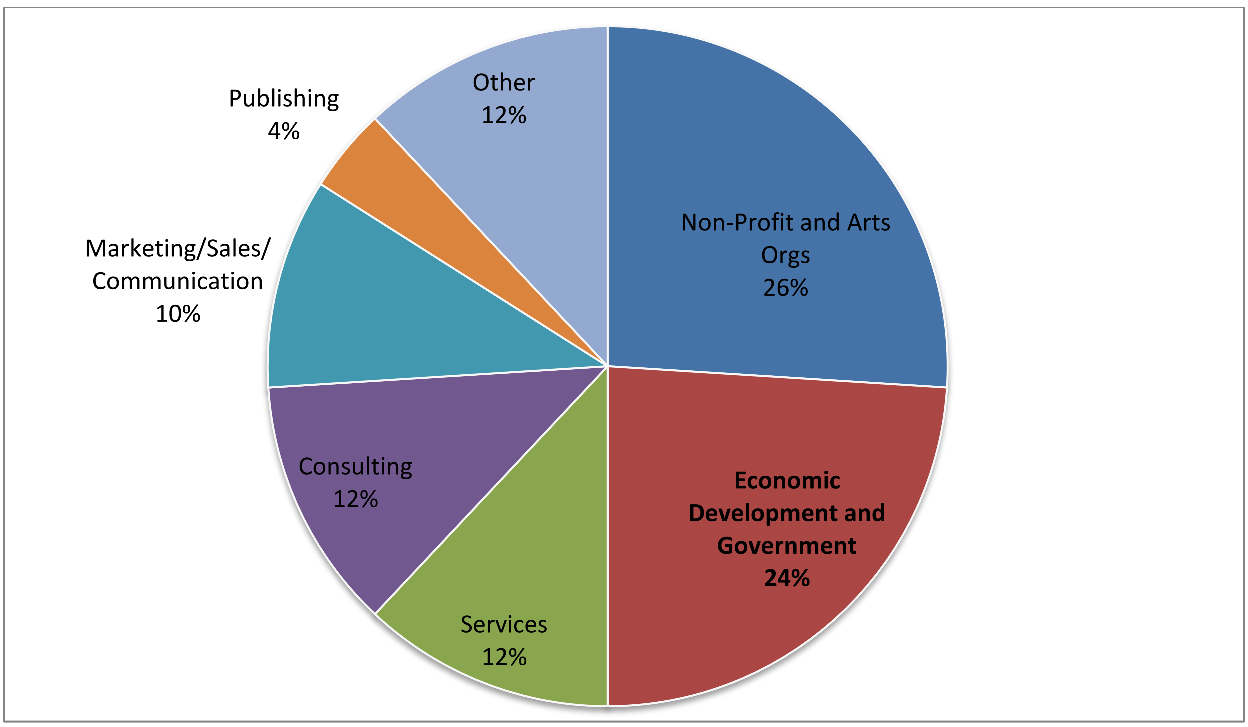
Industry	Respondent Count
Business Products & Services	30
Information Technology	28
Education	25
Automotive & Transportation	19
Construction	18
Aerospace & Defense	17
Metals & Mining	15
Agriculture	14
Consumer Products & Services	14
Financial Services	14
Computer Software: Internet, SAS, Social Networking, Other	13
Retail	12
Security Products & Services	12
Energy: Advanced, Alternative Products and Services	11
Banking	10
Medical Devices	10
Bioscience/Biotechnology	9
Media & Entertainment	9
Environmental Services & Equipment	8
Leisure & Travel	8
Transport Services	8
Electronics	7
Food & Beverages	7
Insurance	7
Utilities	7
Chemicals	6
Healthcare IT	6
Industrial Manufacturing	5
Real Estate	5
Computer Services: Installation, Networking, Repair	4
Pharmaceuticals	4
Telecommunications	4
Computer Hardware	1
Clinical Healthcare	0
Other	61
Total	**428**

Note: Respondents selected more than one industry

Table 10. Self-Identified Role if Respondent Selected *Other* for Self – Identified Role in Business Industry

Other	Respondent Count
Non-Profit & Arts Organizations	13
Economic Development & Government	12
Services	6
Consulting	6
Marketing, Sales, Communication	5
Publishing	2
Other	17
TOTAL	**61**

Figure 4. *Other* Responses written in by Respondents



- Of the survey participants who answered *Other*, 13 survey respondents self-identified write-in respondents were as working in *Non-Profit and Arts Organizations* and 12 as working for *Economic Development and Government Agencies* (Table 10 & Figure 4).
- *Services; Consulting; Marketing, Sales, and Communication*; and *Publishing* were also write-in categories listed by respondents.

CAPITAL

Q: Getting access to capital for new businesses from the following sources in the Northeast 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 11. Perceptions of Access to Capital

	Respondent Count							
	Sources of Capital in the Northeast Indiana Region							
	Debt - Banks	Debt - Other Sources	Equity - Friends/ Family	Equity - Angel Capital	Equity – Venture Capital	Grants – Local / Regional	Grants - State	Grants - Federal
Agree	14	6	20	3	8	6	5	2
Somewhat Agree	32	16	28	15	13	29	24	19
Neutral	27	50	59	45	38	33	32	34
Somewhat Disagree	42	49	39	53	46	41	40	38
Disagree	63	43	17	35	50	59	66	72
N/A	21	35	36	48	44	31	32	34
TOTAL	**199**	**199**	**199**	**199**	**199**	**199**	**199**	**199**

Note: Nonresponse rate for this question was 12.3% (28 respondents); 28 out of 227 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 28% (Equity – Friend/Family) to 55% (Grants - Federal) 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. For more information on Perceptions of Access to Capital by Gender see Appendix A, Tables A.5. and A.6.
- 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.7. and A.8.

NETWORK

SUPPORT AND MENTORING

GETTING ACCESS TO HELPFUL SUPPORT SERVICES AND MENTORING IS EASY FOR STARTUP BUSINESSES IN THE NORTHEAST INDIANA 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	35	17%
Somewhat Agree	50	25%
Neutral	39	20%
Somewhat Disagree	45	23%
Disagree	22	11%
N/A	8	4%
Total	**199**	**100%**

Note: Nonresponse rate for this question was 12.3% (28 respondents); 28 out of 227 respondents

- Respondents were asked their perceptions of access to support services and mentoring for startup businesses in the Northeast Indiana Region.
- More respondents agreed than disagreed that access to support services was easy (*agree* 18%; *somewhat agree* 25%) (*somewhat disagree* 23%; *disagree* 11%) (Table 12).

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	10	16%	23	18%
Somewhat Agree	17	28%	33	27%
Neutral	12	19%	23	18%
Somewhat Disagree	16	26%	27	22%
Disagree	5	8%	14	11%
N/A	2	3%	5	4%
Total	**62**	**100%**	**125**	**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	25	18%	7	16%
Somewhat Agree	37	27%	11	24%
Neutral	25	18%	10	22%
Somewhat Disagree	32	23%	11	24%
Disagree	14	10%	4	9%
N/A	5	4%	2	5%
Total	**138**	**100%**	**45**	**100%**

- Analyzing response by age shows that slightly more respondents agree than disagree that access to support services is easy. For respondents under 45 years old, 44% *agree* or *somewhat agree* and 34% *disagree* or *somewhat disagree*. For respondents 45 years old and older 45% *agree* or *somewhat agree* and 33% *disagree* or *somewhat disagree*. (Table 13).
- It is interesting to note that 40% of women respondents answered in the affirmative, while 33% did not think that it is easy to obtain support and mentoring. This somewhat even-split in women may suggest that entrepreneurship mentoring and support targeted at women could help improve perceptions on this issue (Table 14).

College and University Assistance

Q: Colleges and universities in the Northeast Indiana Region <u>provide</u> 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	23	39	22	45	35	24
Somewhat Agree	44	56	43	54	38	22
Neutral	52	44	50	35	42	47
Somewhat Disagree	32	27	34	26	39	34
Disagree	16	8	13	6	12	27
N/A	24	17	29	25	25	37
TOTAL	**191**	**191**	**191**	**191**	**191**	**191**

Note: Nonresponse rate for this question was 15.6% (36 respondents); 36 out of 227 respondents

- Respondents were asked about their perceptions of resources and information provided by colleges and universities in the Northeast 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 *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 19% responded *N/A*. It is unclear what the demand is for technology transfer and licensing assistance in the Northeast Indiana region, but a sizeable number of respondents are not satisfied with the status quo.

Business Support Organizations

Q: Business support organizations in the Northeast Indiana 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	36	19%
Somewhat Agree	56	29%
Neutral	33	17%
Somewhat Disagree	40	21%
Disagree	18	10%
N/A	8	4%
TOTAL	**191**	**100%**

Note: Nonresponse rate for this question was 15.6% (36 respondents); 36 out of 227 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 Northeast Indiana with over 48% of survey participants selecting *agree* or *somewhat agree* (Table 16).
- When comparing the perceptions of business support organizations by gender, men have a slightly more negative outlook than women. For more information on Perceptions of Access to Support Services and Mentoring by Age see Appendix A, Table A.9.
- The perceptions of business support organizations and mentoring 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 Support Services and Mentoring by Age see Appendix A, Table A.10.

NETWORKING

Q: OPPORTUNITIES FOR ENTREPRENEURS TO MEET AND NETWORK WITH OTHERS ARE SUFFICIENT IN THE NORTHEAST INDIANA 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	21	11%
Somewhat Agree	58	30%
Neutral	37	20%
Somewhat Disagree	56	29%
Disagree	19	10%
N/A	0	0%
TOTAL	**191**	**100%**

Note: Nonresponse rate for this question was 15.6% (36 respondents); 36 out of 227 respondents

- Individuals surveyed by the Northeast Indiana Entrepreneurial Opportunity Survey were asked if there were sufficient opportunities for entrepreneurs to meet and network with each other in Northeast Indiana.
- While 39% had an unfavorable response, 41% of respondents had a favorable response to this question (Table 17).
- Interestingly, women answered generally more positive than men, with 48% of women choosing *agree* or *somewhat agree,* while 43% of men selected these answers. For more information on Perceptions of Entrepreneurial Networking Opportunities by Gender see Appendix A, Table A.11.
- No large difference was seen in the comparison of this question by age. For more information on Perceptions of Entrepreneurial Networking Opportunities by Age see Appendix A, table A.12.

GOVERNMENT

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

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

- *City Governments*
- *County Governments*
- *State Government*

Table 18. Perceptions of Government Responsiveness

	Respondent Count		
	Governments		
	City	County	State
Agree	15	13	10
Somewhat Agree	34	34	41
Neutral	35	35	47
Somewhat Disagree	55	55	45
Disagree	43	45	39
N/A	9	9	9
TOTAL	**191**	**191**	**191**

Note: Nonresponse rate for this question was 15.6% (36 respondents); 36 out of 227 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 (51%; 98) and county (52%; 100) governments do not provide sufficient, relevant services to entrepreneurs (those selecting *somewhat disagree* or *disagree*; while only 44% (84) of respondents had negative responses towards government of the state of Indiana (Table 18).

WORKFORCE

Q: Well-trained workers in the following occupational categories are in sufficient supply in the Northeast 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 19. Perceptions of Workforce Supply

	Respondent Count				
	Management Personnel	Scientists & Engineers	IT Specialists	Skilled/ Specialized Workers	Manufacturing & Assembly
Agree	39	25	28	36	100
Somewhat Agree	61	45	44	48	43
Neutral	45	31	48	42	25
Somewhat Disagree	32	53	45	45	8
Disagree	7	23	14	13	5
N/A	13	20	18	13	16
TOTAL	**197**	**197**	**197**	**197**	**197**

Note: Nonresponse rate for this question was 13.2% (30 respondents); 30 out of 227 respondents

- Respondents were asked their perceptions on the supply of workers in several occupations: *Management Personnel, Scientist & Engineers, IT Specialists, Skilled/Specialized Workers, and Manufacturing & Assembly* Occupations.
- 39% of respondents believed that there was not a sufficient supply of scientists and engineers in the Northeast Indiana Region (*somewhat disagree*: 53; *disagree*: 23) (Table 19).
- On the other hand, 73% of respondents believed that manufacturing and assembly workers were in sufficient supply in the Northeast Indiana Region (*agree*: 100; *somewhat agree*: 43). This is reflective of previous studies conducted by the Center for Economic Development showing that the industry composition in Northeast Indiana relies heavily on manufacturing. [3]

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

ATTITUDE

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

	Respondent Count				
	Friends / Family	Business Community	Government Economic Development Agencies	Local NPOs that Support Entrepreneurs	Other Entrepreneurs
Agree	83	51	55	49	75
Somewhat Agree	73	91	62	47	60
Neutral	17	24	38	51	33
Somewhat Disagree	11	20	20	26	10
Disagree	3	4	12	12	4
N/A	3	0	3	5	8
Total	**190**	**190**	**190**	**190**	**190**

Note: Nonresponse rate for this question was 16.3% (37 respondents); 37 out of 227 respondents

- Those individuals surveyed by the Northeast Indiana Entrepreneurial Opportunity Survey were asked if the attitudes toward entrepreneurs were supportive in the Northeast Indiana Region.
- Examining responses in the categories *agree* and *somewhat agree* shows that overall most respondents had a positive perception of attitudes toward entrepreneurs; these ranged from 51% agreement (Local NPOs that Support Entrepreneurs) to 82% agreement (Friends / Family) (Table 20).
- When comparing the perceptions of attitudes toward entrepreneurs by gender, men have a slightly more favorable outlook than women. For more information on Perceptions of Attitudes Toward Entrepreneurs by Gender see Appendix A, Tables A.13. and A.14.
- There was no discernable difference between those respondents less than 45 years old and those 45 years old and older. For more information on Perceptions of Attitudes Toward Entrepreneurs by Age see Appendix A, Tables A.15. and A.16.

INFRASTRUCTURE

Q: THE FOLLOWING INFRASTRUCTURE ELEMENTS IN THE NORTHEAST 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 21. Perceptions of Infrastructure

	Respondent Count				
	Available Real Estate	Information Technology	Air Transportation	Ground Transportation	Foreign Trade Zones
Agree	96	47	33	81	17
Somewhat Agree	54	72	46	49	27
Neutral	17	30	40	28	70
Somewhat Disagree	14	25	38	17	12
Disagree	2	5	18	7	12
N/A	6	10	14	7	51
TOTAL	**189**	**189**	**189**	**189**	**189**

Note: Non-Response rate for this question was 16.8% (38 respondents); 38 out of 227 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 Northeast Indiana.
- For the most part, people responded in agreement that the varied infrastructure in Northeast Indiana was sufficient (Table 21).
- It is interesting to note, that only 23% of those surveyed *agreed* or *somewhat agreed* that foreign trade zones were sufficient, but 64% of respondents replied that they were *neutral* or *N/A* to this question, displaying that this is not a driving issue for entrepreneurs.

Q: 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	Somewhat Confident	Neutral	Somewhat Confident	Confident	N/A
1	2	3	4	5	

Table 22. Perceptions of Ability to Obtain Support and Resources for Entrepreneurial Activity

	Respondent Count	Percentage of Respondents
Confident	30	16%
Somewhat Confident	70	37%
Neutral	20	11%
Somewhat Not Confident	46	24%
Not Confident	20	11%
N/A	3	1%
Total	**189**	**100%**

Note: Non-Response rate for this question was 16.8% (38 respondents); 38 out of 227 respondents

- Of the 227 individuals surveyed, 189 (83%) responded about their ability to obtain support and resources to start a business within the next two years.
- In general, 53% 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 had a generally more positive response to this question than women, with 55% of men choosing *agree* or *somewhat agree,* while only 43% of women selected these answers. For more information on Perceptions of Ability to Obtain Support and Resources for Entrepreneurial Activity by Gender see Appendix A, Table A.17.
- Examining this question by age shows that more individuals under 45 responded that they were *confident* (23%) than those 45 years old and older (13%). For more information on Perceptions of Ability to Obtain Support and Resources for Entrepreneurial Activity by Age see Appendix A, Table A.18.

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 Entrepreneurial Activity

	Respondent Count	Percentage of Respondents
Agree	100	53%
Somewhat Agree	52	28%
Neutral	12	6%
Somewhat Disagree	19	10%
Disagree	6	3%
N/A	0	0%
Total	**189**	**100%**

Note: Non-Response rate for this question was 16.8% (38 respondents); 38 out of 227 respondents

- Survey participants were asked if they believe that the most recent recession was 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.
- 53% of respondents *agree* that the most recent recession was adversely impacting entrepreneurial activity (Table 23).
- 56% of men *agree* to this question compared to only 44% of women. 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* (57%) to this question than those under 45 years old (45%). 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	*Somewhat Disagree*	*Neutral*	*Somewhat Agree*	*Agree*	*N/A*
1	*2*	*3*	*4*	*5*	

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

	Respondent Count	Percentage of Respondents
Agree	49	26%
Somewhat Agree	87	46%
Neutral	26	14%
Somewhat Disagree	18	9%
Disagree	8	4%
N/A	1	1%
Total	**189**	**100%**

Note: Non-Response rate for this question was 16.8% (38 respondents); 38 out of 227 respondents

- In general, 72% of respondents *agree* or *somewhat agree* that individuals were pursuing entrepreneurial activities due to layoffs or unemployment (Table 24).
- 73% of both men and women *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 more individuals under 45 were more positive than those 45 years and older. Of those 45 years old or under, 16% responded *Somewhat Disagree* or *Disagree,* while 13% 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.22

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	78	56%	17	38%
Investor	4	3%	0	0%
Work for economic development organization	23	17%	8	18%
Work for or volunteer with an organization supporting entrepreneurship	19	14%	8	18%
Other	14	10%	12	26%
Total	**138**	**100%**	**45**	**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	42	68%	55	44%
Investor	0	0%	4	3%
Work for economic development organization	10	16%	23	19%
Work for or volunteer with an organization supporting entrepreneurship	7	11%	20	16%
Other	3	5%	23	18%
Total	**62**	**100%**	**125**	**100%**

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

Rank	Industry	Respondent Count (Women)	Percentage of Respondent Count (Women)
1	Education	8	19%
2	Business Products & Services	6	14%
3	Information Technology	5	12%
4	Construction	3	7%
5	Security Products & Services	3	7%
6	Agriculture	2	5%
7	Consumer Products & Services	2	5%
8	Financial Services	2	5%
9	Medical Devices	2	5%
10	Other	2	5%
	Total	**35**	**84%**

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

	Industry	Respondent Count (Male)	Percentage of Respondent Count (Male)
1	Information Technology	21	8%
2	Business Products & Services	18	7%
3	Automotive & Transportation	17	6%
4	Aerospace & Defense	16	6%
5	Metals & Mining	14	5%
6	Construction	13	5%
7	Agriculture	12	4%
8	Education	12	4%
9	Energy: Advanced, Alternative Products and Services	11	4%
10	Consumer Products & Services	10	4%
	Total	**144**	**53%**

A.5. 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	2%	2	4%	2	4%	0	0%	2	4%	1	2%	2	4%	1	2%
Somewhat Agree	10	22%	4	9%	4	9%	1	2%	0	0%	8	18%	5	11%	6	13%
Neutral	5	11%	10	22%	13	29%	8	18%	10	22%	6	13%	5	11%	4	9%
Somewhat Disagree	9	20%	9	20%	11	24%	14	31%	10	22%	7	16%	7	16%	5	11%
Disagree	10	22%	9	20%	2	4%	5	11%	8	18%	14	31%	17	38%	18	40%
N/A	10	22%	11	24%	13	29%	17	38%	15	33%	9	20%	9	20%	11	24%
Total	**45**		**45**		**45**		**45**		**45**		**45**		**45**		**45**	

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

A.6. 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	12	9%	3	2%	15	11%	3	2%	5	4%	5	4%	3	2%	0	0%
Somewhat Agree	22	16%	12	9%	22	16%	12	9%	11	8%	19	14%	16	12%	13	9%
Neutral	20	14%	37	27%	44	32%	33	24%	23	17%	24	17%	25	18%	26	19%
Somewhat Disagree	29	21%	36	26%	26	19%	38	28%	35	25%	31	22%	31	22%	31	22%
Disagree	47	34%	31	22%	13	9%	28	20%	40	29%	41	30%	44	32%	49	36%
N/A	8	6%	19	14%	18	13%	24	17%	24	17%	18	13%	19	14%	19	14%
Total	**138**		**138**		**138**		**138**		**138**		**138**		**138**		**138**	

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

A.7. 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	9	7%	4	3%	11	9%	1	1%	4	3%	1	1%	2	2%	1	1%
Somewhat Agree	17	14%	11	9%	15	12%	10	8%	10	8%	21	17%	16	13%	10	8%
Neutral	12	10%	27	22%	39	31%	26	21%	16	13%	20	16%	22	18%	22	18%
Somewhat Disagree	30	24%	34	27%	27	22%	38	30%	33	26%	25	20%	22	18%	23	18%
Disagree	44	35%	30	24%	11	9%	23	18%	36	29%	42	34%	47	38%	50	40%
N/A	13	10%	19	15%	22	18%	27	22%	26	21%	16	13%	16	13%	19	15%
Total	**125**		**125**		**125**		**125**		**125**		**125**		**125**		**125**	

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

A.8. 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	6%	1	2%	7	11%	2	3%	3	5%	5	8%	3	5%	0	0%
Somewhat Agree	15	24%	5	8%	11	18%	4	6%	2	3%	7	11%	6	10%	9	15%
Neutral	13	21%	20	32%	18	29%	15	24%	17	27%	10	16%	8	13%	9	15%
Somewhat Disagree	9	15%	13	21%	10	16%	14	23%	12	19%	13	21%	16	26%	13	21%
Disagree	16	26%	11	18%	6	10%	12	19%	14	23%	15	24%	16	26%	19	31%
N/A	5	8%	12	19%	10	16%	15	24%	14	23%	12	19%	13	21%	12	19%
Total	**62**		**62**		**62**		**62**		**62**		**62**		**62**		**62**	

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

A.9. Perceptions of Business Support Organizations by Gender

	Respondent Count (Male)	Percentage of Respondent Count (Male)	Respondent Count (Female)	Percentage of Respondent Count (Female)
Agree	26	19%	9	20%
Somewhat Agree	40	29%	13	29%
Neutral	26	19%	6	13%
Somewhat Disagree	29	21%	9	20%
Disagree	13	9%	4	9%
N/A	4	3%	4	9%
Total	**138**	**100%**	**45**	**100%**

A.10. 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	12	19%	23	18%
Somewhat Agree	19	31%	36	29%
Neutral	10	16%	22	18%
Somewhat Disagree	11	18%	28	22%
Disagree	7	11%	11	9%
N/A	3	5%	5	4%
Total	**62**	**100%**	**125**	**100%**

A.11. Perceptions of Entrepreneurial Networking Opportunities by Gender

	Respondent Count (Male)	Percentage of Respondent Count (Male)	Respondent Count (Female)	Percentage of Respondent Count (Female)
Agree	15	11%	9	20%
Somewhat Agree	44	32%	13	29%
Neutral	25	18%	6	13%
Somewhat Disagree	38	27%	9	20%
Disagree	16	12%	4	9%
N/A	0	0%	4	9%
Total	**138**	**100%**	**45**	**100%**

A.12. 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	10	16%	10	8%
Somewhat Agree	17	28%	40	32%
Neutral	10	16%	25	20%
Somewhat Disagree	20	32%	36	29%
Disagree	5	8%	14	11%
N/A	0	0%	0	0%
Total	**62**	**100%**	**125**	**100%**

A.13. 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	20	44%	10	22%	13	29%	13	29%	20	44%
Somewhat Agree	16	36%	23	51%	14	31%	11	24%	10	22%
Neutral	5	11%	4	9%	7	16%	10	22%	6	13%
Somewhat Disagree	3	7%	6	13%	4	9%	6	13%	4	9%
Disagree	1	2%	2	4%	5	11%	4	9%	2	4%
N/A	0	0%	0	0%	2	4%	1	2%	3	7%
Total	**45**		**45**		**45**		**45**		**45**	

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

A.14. 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	60	43%	40	29%	40	29%	34	25%	52	38%
Somewhat Agree	56	41%	65	47%	47	34%	35	25%	50	36%
Neutral	10	7%	18	13%	29	21%	38	28%	23	17%
Somewhat Disagree	7	5%	13	9%	15	11%	20	14%	6	4%
Disagree	2	1%	2	1%	6	4%	8	6%	2	1%
N/A	3	2%	0	0%	1	1%	3	2%	5	4%
Total	**138**		**138**		**138**		**138**		**138**	

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

A.15. 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	31	50%	20	32%	19	31%	18	29%	30	48%
Somewhat Agree	21	34%	27	44%	18	29%	17	27%	19	31%
Neutral	2	3%	7	11%	12	19%	13	21%	7	11%
Somewhat Disagree	5	8%	7	11%	4	6%	7	11%	1	2%
Disagree	1	2%	1	2%	7	11%	4	6%	2	3%
N/A	2	3%	0	0%	2	3%	3	5%	3	5%
Total	**62**		**62**		**62**		**62**		**62**	

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

A.16. 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	51	41%	30	24%	35	28%	30	24%	44	35%
Somewhat Agree	52	42%	64	51%	44	35%	30	24%	41	33%
Neutral	13	10%	15	12%	24	19%	36	29%	24	19%
Somewhat Disagree	6	5%	13	10%	16	13%	19	15%	9	7%
Disagree	2	2%	3	2%	5	4%	8	6%	2	2%
N/A	1	1%	0	0%	1	1%	2	2%	5	4%
Total	**125**		**125**		**125**		**125**		**125**	

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

A.17. 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	26	19%	3	7%
Somewhat Confident	50	36%	16	36%
Neutral	17	12%	2	4%
Somewhat Not Confident	31	23%	15	33%
Not Confident	13	9%	7	16%
N/A	1	1%	2	4%
Total	**138**	**100%**	**45**	**100%**

A.18. 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	14	22%	16	13%
Somewhat Confident	21	34%	48	38%
Neutral	8	13%	11	9%
Somewhat Not Confident	11	18%	35	28%
Not Confident	6	10%	14	11%
N/A	2	3%	1	1%
Total	**62**	**100%**	**125**	**100%**

A.19. 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	78	56%	20	44%
Somewhat Agree	41	30%	9	20%
Neutral	2	1%	8	18%
Somewhat Disagree	12	9%	7	16%
Disagree	5	4%	1	2%
N/A	0	0%	0	0%
Total	**138**	**100%**	**45**	**100%**

A.20. 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	28	45%	71	57%
Somewhat Agree	21	34%	31	25%
Neutral	3	5%	8	6%
Somewhat Disagree	6	10%	13	10%
Disagree	4	6%	2	2%
N/A	0	0%	0	0%
Total	**62**	**100%**	**125**	**100%**

A.21. 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	37	27%	10	22%
Somewhat Agree	63	46%	23	51%
Neutral	20	14%	3	7%
Somewhat Disagree	10	7%	8	18%
Disagree	8	6%	0	0%
N/A	0	0%	1	2%
Total	**138**	**100%**	**45**	**100%**

A.22. 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	10	16%	39	31%
Somewhat Agree	31	50%	56	45%
Neutral	11	18%	13	10%
Somewhat Disagree	6	10%	12	10%
Disagree	4	6%	4	3%
N/A	0	0%	1	1%
Total	**62**	**100%**	**125**	**100%**

APPENDIX B: SURVEY INSTRUMENT

B. 1 Northeast Indiana 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 Northeast 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. Northeast 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	N/A
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. Northeast 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 Northeast 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 Northeast Indiana Region.

Disagree				Agree	
1	2	3	4	5	N/A

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

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

	Disagree				Agree	
Management Personnel 1	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 Northeast 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 Licensing 1	2	3	4	5	N/A	

10. Business support organizations in the Northeast 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 Northeast Indiana Region.

Disagree				Agree	
1	2	3	4	5	N/A

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

12. Government responsiveness and ability to provide relevant services to meet entrepreneurial needs is sufficient. *(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 Northeast Indiana Region are supportive. *(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 Northeast Indiana Region are sufficient 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 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				Confident
1	2	3	4	5	N/A

B.1. Northeast 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?