

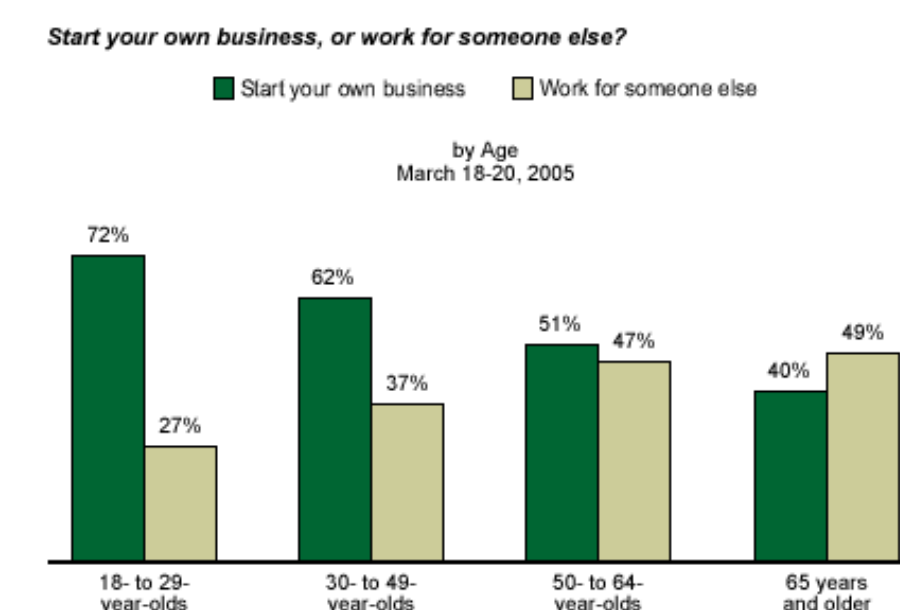
# Business Interest Among U.S College Students

Tyson Vienneau, Harrisburg University



## Trends in business

A study that was done by USA today found that out of 1000 people, 72% of people 18-29 wanted to start a business. (D. Moore, 2005, Gallup.com)



The idea of my project is that small businesses are a big part of the world, and these small businesses are important to many. This led to the question of how many college students wanted to start a business, and why.

## Hypothesis

My hypothesis was that “70% of young adults would want to start a business with their main reasoning being that they want to express themselves.”

## Methods

An online survey was created and data was collected from 100 college students in the U.S. The questions I asked were **Gender, Age, Business interest, and type of business.**

## Results

After collecting the data, I found that 73% of people would want to start a business, with the rest either having no clue or they would not

What is your gender?  
100 responses

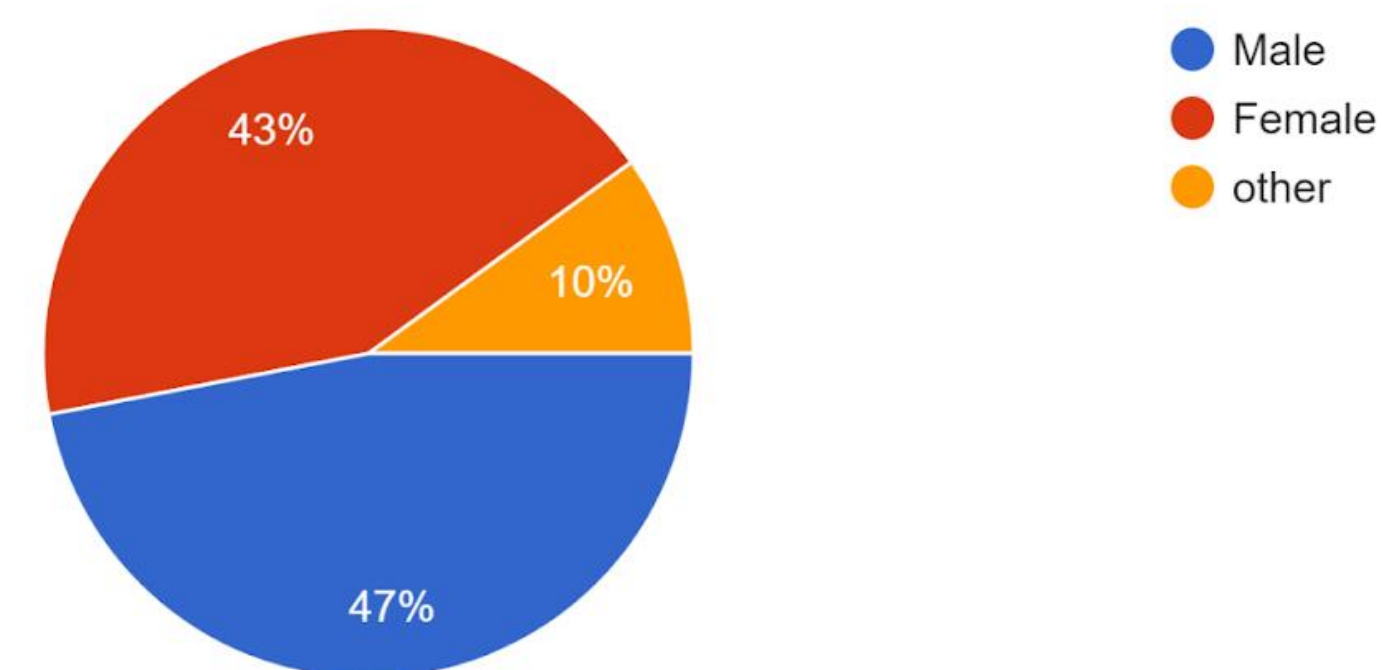


Figure 1: The chart of how people identify their gender

Have you ever in your life thought about creating a business?

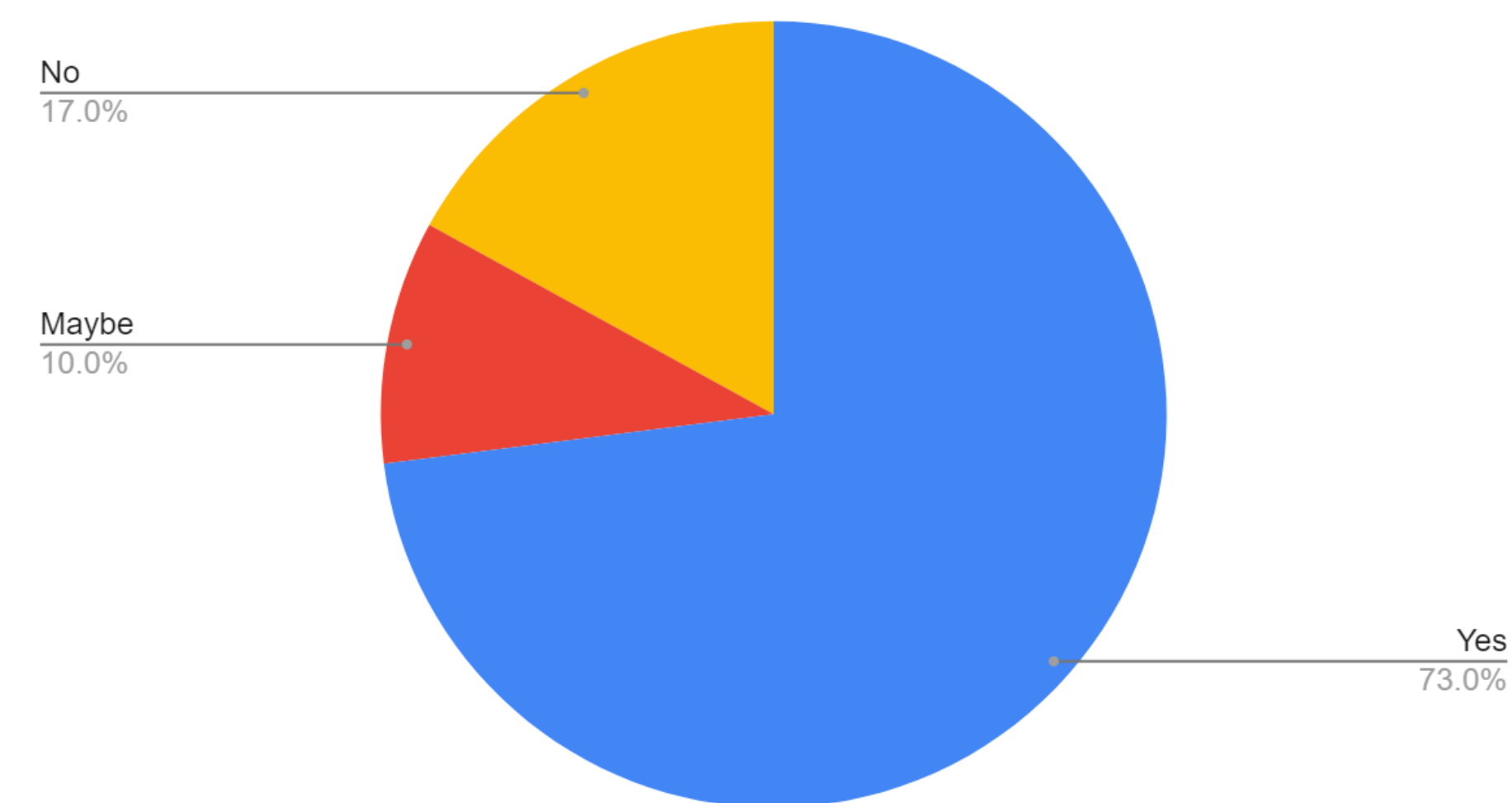


Figure 2: Chart of who wants to make a business

## Statistical Analysis

Based on a 95% confidence level, I used a significance level of 0.05. In a sample of 100 college students, 73 of them wanted to create a business. This means that my statistic is 73%. With some calculations, I found my margin of error was 9.7% this leaves my confidence interval as (63.3%, 82.7%). Using these numbers, I also calculated that my test statistic is 0.22, leading me to a p-value of 0.5871.

## Conclusion

After all of my calculations, I am 95% confident that the amount of college students that want to start a business is between 63.3% and 82.7%. Along with the numbers, with the very high p-value in terms of statistics, this will lead to me not rejecting the hypothesis that I created. I can't accept it however, for I don't have the required data to truly accept it.

## References

Gallup, Inc. (2021, April 14). *Majority of Americans Want to Start Own Business.* Gallup.Com.  
<https://news.gallup.com/poll/15832/Majority-Americans-Want-Start-Own-Business.aspx>

## Acknowledgements

I would like to thank my professor, Akeisha Belgrave for helping me through this, along with another student Fabiola for helping me through some of this project