

Entrepreneurship Survey

TOOLS FOR ENERGIZING ENTREPRENEURSHIP

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Web: <http://www.ruraleship.org>

Don Macke, Co-Director

Deb Markley, Co-Director

BACKGROUND AND INTRODUCTION

The **Rural Community Entrepreneurship Survey** was designed to gather information from entrepreneurs at the community level. The survey can be administered in a one-on-one interview or in a larger group of entrepreneurs. The purpose of the survey is to gain a better understanding of how the community supports entrepreneurs, from the entrepreneurs' perspective.

This survey can provide useful baseline data about a community's support for entrepreneurs. The data can be used to identify areas where support for entrepreneurs may be lacking, such as in the provision of financial capital. In addition, this survey can be used before and after a community investment in support of entrepreneurship to assess how entrepreneurs' attitudes toward the community may have changed. For example, if your community is creating a network for entrepreneurs, this survey could be used to collect data both before and after the creation of the network. The survey can also be adapted for use with community leaders. The questions under **Community Attitudes**, **Entrepreneurial Support**, and **Economic Development** could be posed to elected officials, economic development professionals, leaders of nonprofit organizations, and citizens in the community to gain a different perspective on the community environment in support of entrepreneurship.

Background and Introduction:

Welcome to the *Rural Community Entrepreneurship Survey*. Your responses will be kept completely confidential and none of your individual information will be disclosed. We appreciate your willingness to share your story with us! Contact information will be used only if follow-up questions are necessary and to provide general demographic information for all those completing the survey.

About You:

- Name of owner: _____
- Address: _____
- Phone: _____
- Fax: _____
- Email: _____
- Website (if applicable) _____
- Sex: Male [] Female []
- Marital status:
 Single _____ Married _____
 Separated _____ Divorced _____
- Number of children: _____
- Highest level of education completed:
 Eighth grade _____ High school _____
 College _____ Grad school _____
- How many total years of personal business experience do you have? _____
- Was either of your parents ever involved in owning and operating their own business?
 Yes _____ No _____
 If yes, identify which parent and briefly describe the business activity.

Please use this scale with the following statements.

1=strongly disagree 2=disagree 3=not sure 4=agree 5=strongly agree

Circle the best response.

Community Attitudes:

- Most people in my community understand that entrepreneurs are critically important to the future of our community. 1 2 3 4 5
- **Most people in my community really support entrepreneurs when they fail and are trying again with a new business.** 1 2 3 4 5
- Most people in my community really support someone who is creating a new or expanding an existing business. 1 2 3 4 5
- **Most people in my community would encourage a younger person to pursue a career creating and growing a business.** 1 2 3 4 5
- Most people in my community would like to create and grow a business. 1 2 3 4 5

Entrepreneurial Support:

- My community recognizes and celebrates people who create and grow local businesses. 1 2 3 4 5
- **My community has developed programs to encourage and support entrepreneurs to develop and grow.** 1 2 3 4 5
- My community has a microlending program. 1 2 3 4 5
- **My community offers business or entrepreneurial training.** 1 2 3 4 5
- My community creates networking and mentoring opportunities for entrepreneurs and local business persons. 1 2 3 4 5
- **My community has access to venture capital and/or angel investors.** 1 2 3 4 5

Economic Development:

- My community has an economic development program. 1 2 3 4 5
 - **Good business ideas in my community can attract the necessary financial capital to get them going.** 1 2 3 4 5
 - There are many people in my community who actively support economic development efforts. 1 2 3 4 5
 - **The focus of my community's economic development efforts includes:**
 - **Business attraction** 1 2 3 4 5
 - Supporting existing businesses 1 2 3 4 5
 - **Working with only businesses in town** 1 2 3 4 5
 - Working with both town and country businesses 1 2 3 4 5
 - **Considering farms and ranches as part of the business community** 1 2 3 4 5
 - Helping new businesses get started 1 2 3 4 5
 - **Other (specify):** 1 2 3 4 5
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About the Center

The Center for Rural Entrepreneurship is a RUPRI or Rural Policy Research Institute national research and policy center with founding support from the Ewing Marion Kauffman Foundation of Kansas City, Missouri. Our mission is to *enable every rural resident to achieve his or her full entrepreneurial potential*. This mission will be achieved by collaborating with individuals and organizations engaged in the study, practice and policy of rural entrepreneurship. The Center supports research, field work, and policy development through collaborations with national, state and community interests. For more information on the **Center for Rural Entrepreneurship** contact Taina Radenslaben at 402-323-7336 or taina@ruraleship.org.

