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Northeast Ohio Entrepreneurship Confidence Survey: Second-Year Findings

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in Partnership with **JumpStart Inc.**

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Executive Summary

The objective of the Entrepreneurship Confidence Survey is to assess the entrepreneurial climate and entrepreneurs' confidence in their ability to start and sustain a business in Northeast Ohio. This is the second iteration of the survey, and the intention is to continue conducting the survey annually for the next several years to identify trends that might emerge.

The survey has been constructed to measure respondents' perceptions regarding several issues, including access to capital, workforce supply, information provided by educational institutions and business support organizations, networking opportunities, government responsiveness, attitudes toward entrepreneurs, adequacy of infrastructure, quality of life, and confidence in the regional economy and the ability to start or sustain a business in Northeast Ohio.

The results from this year's survey as compared to the 2006 survey are similar for most categories. Noteworthy differences are highlighted in the full reporting. The year-over-year results confirm some of the conclusions from the last survey and identify some aggregate trends in the entrepreneurial conditions for Northeast Ohio.

Major Findings

Overall, the findings of the Entrepreneurship Confidence Survey were very positive. Survey respondents were confident in their ability to do business in Northeast Ohio and have positive perceptions about many of the resources available in the region. However, the survey also revealed some areas in which Northeast Ohio could improve in order to facilitate entrepreneurship.

When asked about their confidence in their ability to start or sustain a business in Northeast Ohio, most respondents were very optimistic. This optimism may be partly due to their positive perceptions of resources available in the region, despite a less favorable outlook on the overall economic health of the region.

Respondents indicated that well-trained workers are available for all occupation categories addressed in the survey. These include management personnel, scientists and engineers, IT specialists, specialized workers, and unskilled workers. The findings indicate that the available local workforce is meeting the needs of entrepreneurs.

The survey also reveals that infrastructure in Northeast Ohio is not perceived to be a problem for entrepreneurs. They reported high scores when asked if infrastructure meets their business needs.

Respondents generally gave favorable scores to quality of life in Northeast Ohio, agreeing that it helps their ability to develop a business in the region. Cost of living and commuting time are the most positive aspects of the quality of life in Northeast Ohio, but cultural and recreational amenities are also perceived to be benefits. Climate is the one factor that is perceived negatively — or at least does not help entrepreneurs to develop businesses in the region.

Attitudes toward entrepreneurs in Northeast Ohio are perceived to be very positive. Respondents believe that family and friends, the business community, and other entrepreneurs are supportive. Other entrepreneurs are thought to be especially receptive. In addition, respondents indicated that networking opportunities in their field are sufficient.

Responses were generally favorable with respect to whether colleges and universities and business support organizations are meeting the information needs of entrepreneurs. Scores were at or above the midpoint for facilities/labs, training, faculty, students, and research. The perception of technology transfer/licensing by colleges and universities is a weakness for entrepreneurs, as the mean score was slightly below the midpoint. This suggests that the region's educational institutions and other research organizations could be more effective in commercializing technology. Business support organizations appear to be meeting the needs of entrepreneurs, as responses indicate that they are providing useful knowledge and information.

The most negative perceptions of the entrepreneurial climate in Northeast Ohio were related to access to capital, government responsiveness, and the health of the regional economy.

Access to equity capital and debt financing is perceived to be somewhat difficult in Northeast Ohio. Family and friends was the only source of capital for which respondents agreed that access was relatively easy (above the midpoint on the scale). Results show that respondents believe equity capital (both venture and angel) is in short supply in the region.

State, county, and city government were not perceived favorably. Respondents believe that government is unresponsive to entrepreneurial needs and does not provide sufficient services. Scores were well below the midpoint of the scale for all three levels of government.

Respondents had negative perceptions of the overall economic health of the region, although this seemed to have little impact on their confidence in being able to start or sustain a business in Northeast Ohio.

The 2007 survey also included four open-ended questions that allowed respondents to express their views and comments about the general business environment of the region for those who want to start a business. The answers to these questions are summarized in Section XI.

Variation among Groups of Respondents

Survey responses were analyzed to determine whether there were substantial differences among different groups of respondents. Groupings included entrepreneurial status, phase of entrepreneurial activity, age, and gender. Entrepreneurial status refers to whether the respondent started a business more than five years ago, started a business within the past five years, wants to start a business within the next year, or wants to start a business within the next five years. Phase of entrepreneurial activity determines whether the respondent is in the Imagining phase, Incubating phase, Demonstrating phase, Market Entry phase, or Growth and Sustainability phase. The 2007 survey also included questions that asked the race/ethnicity of respondents and the length of time they have lived in Northeast Ohio.

In many cases there was little variation in responses among the different groups of respondents, however, there were some instances where perceptions diverged. The different perceptions most often related to measures of access to capital and confidence in the economic health of the region. The demographic questions included in this year's survey, when analyzed across the spectrum of survey questions, did not yield any discernible trends in respondents' perceptions about the entrepreneurial climate. Future survey iterations will shed light on whether the cross-section of respondents hold a fairly unified perception of being an entrepreneur in Northeast Ohio. Although the differences in results were not statistically significant for almost all survey questions according to the type of respondent groupings, the inclusion of the questions does help determine the penetration of the survey in the community for future assistance efforts.

Depending on their entrepreneurial status, respondents held significantly different perceptions regarding ease of access to all four sources of capital. Those who started a business more than five years ago are more optimistic about access to capital from family and friends, whereas those who want to start a business in the next five years perceive debt financing from banks to be the most plausible route. Respondents with plans to start a business in the next year are most positive about their access to angel and venture capital above the other groups. When respondents are grouped by phase of entrepreneurial activity, there are no significant differences in perceived ease of access to any form of capital. Men and women differ in their perceptions regarding ease of access to capital, with men reporting greater access to all types of capital except debt financing from financial institutions.

The perceived usefulness of knowledge and information provided by colleges and universities varied based on respondents' entrepreneurial status and phase of entrepreneurial activity. Those who want to start a business in the next year gave higher scores on all measures (facilities, training, faculty, students, research, and technology transfer) than those who have already started a business. As might be expected given this finding, those who were in the early phases (Imagining and Incubating) also reported higher scores regarding most measures of knowledge and information provided by colleges and universities.

Concluding Remarks

Overall, the Entrepreneurship Confidence Survey revealed that individuals feel positive about resources available to entrepreneurs in Northeast Ohio. Perceptions were generally good regarding workforce supply, networking opportunities, attitudes toward entrepreneurs, adequacy of infrastructure, and quality of life. Respondents were also confident in their ability to start and sustain a business in the region. However, the survey does indicate that there is a need to increase access to capital and improve government services.

The fact that different groups of entrepreneurs often had similar perceptions of resources in Northeast Ohio may indicate that all are being served in a similar capacity. If this is the case, it might be reassuring to know that some groups are not being neglected by service providers or being denied access to particular resources. However, where there are significant differences in perceptions, further investigation is needed to understand the reason for these differences and to determine whether there are gaps in service or resource availability.

I. Introduction

This report presents the findings of the 2007 Entrepreneurship Confidence Survey. The survey is a collaborative effort by the Center for Economic Development at Cleveland State University's Maxine Goodman Levin College of Urban Affairs and JumpStart Inc.[1] The objective is to assess the entrepreneurial climate and entrepreneurs' confidence in their ability to start and sustain a business in Northeast Ohio. This is the second iteration of the annual survey; the intention is to conduct the survey annually for the next several years to identify trends that might emerge.

The Entrepreneurship Confidence Survey has been constructed to measure respondents' perceptions regarding several issues, including access to capital, workforce supply, information provided by educational institutions and business support organizations, networking opportunities, government responsiveness, attitudes toward entrepreneurs, adequacy of infrastructure, quality of life, and confidence in the regional economy and the ability to start or sustain a business in Northeast Ohio.[2] This report is organized according to these topics.

Methodology

The survey was conducted online using Survey Monkey, a web-based survey development tool. The data collection period extended from April 18 to June 22, 2007. To promote the survey, JumpStart included a link to the survey from its website for the duration of the survey collection period. In addition, JumpStart sent the survey link in five issues of its email newsletter, *JumpStart Connect*, which reaches more than 10,000 recipients. *JumpStart Connect* is a bi-weekly, permission-based newsletter focused on sharing information, ideas, and events targeted to the entrepreneurial community. JumpStart also provided the link to six other organizations that assist entrepreneurs in Northeast Ohio and requested that their constituents be invited to participate in the survey.[3] In addition, JumpStart promoted the survey in two issues of the Cool Cleveland email newsletter, which contained a direct link to the survey.

Data Analysis. The survey instrument included a number of statements. Respondents were asked to indicate their level of agreement with a particular statement or how rarely or frequently a statement was true, based on a scale of one to five. This report presents the mean value of the total number of responses to each statement. Additional analyses reveal whether responses varied according to whether respondents have started a business or want to start a business (entrepreneurial status), phase of entrepreneurial activity, age, and gender. Analysis of variance (ANOVA) procedures were used to determine whether differences among groups were statistically significant.[4]

The survey instrument can be found in Appendix A.

[1] JumpStart Inc. is a venture development nonprofit organization that advises, invests in, assists, and accelerates Northeast Ohio's early-stage ideas and companies (www.jumpstartinc.org).
[2] Although the survey targeted entrepreneurs, it is impossible to determine whether respondents had direct knowledge or experience on issues covered by the survey or whether answers were based on more general perceptions (e.g., we do not know whether respondents have actually secured or attempted to secure venture capital or only have perceptions about the ease or difficulty of doing so). However, respondents had the option of answering "not applicable" to all questions.
[3] The size and characteristics of the survey sample cannot be determined, since it is unknown how many people read the email newsletter and how many people received the link to the survey via other sources.
[4] Differences were determined to be statistically significant where $p<.05$, meaning that the likelihood that the difference among groups was due to random chance is less than five percent.

Characteristics of Survey Respondents

The survey analysis is based on 248 total responses. The web-based survey tool collected 292 responses, however, 44 records were excluded from the analysis due to non-response on most survey questions (they began the survey but failed to complete it beyond the first few questions).

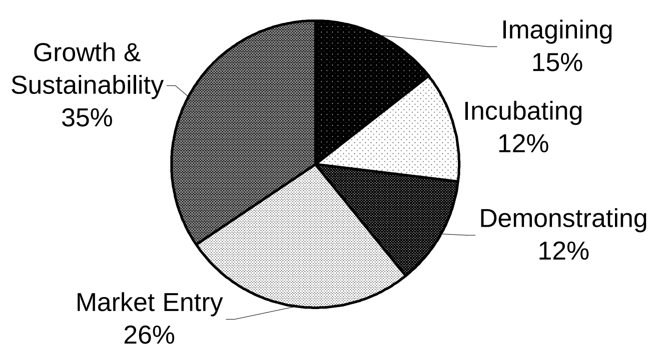
Entrepreneurial Status. Based on self-identification, the majority of respondents were entrepreneurs — 85 percent of survey respondents (211 of 248) reported that they consider themselves to be entrepreneurs. Moreover, 64 percent (159 of 248) have started a business within the last five years. Among those who have not started a business in the last five years:

- 29% want to start a business within the next five years
- 27% have considered starting a business over the last five years but are not considering it right now
- 25% want to start a business within the next year
- 13% have never considered starting a business
- 6% started a business more than five years ago

This confirms that the survey reached its intended audience, as the majority of respondents have started a business, have recently considered starting a business, or are currently considering starting a business.

Entrepreneurial activity has several phases. The initial phase, Imagining, begins with linking a technology and a market opportunity. During this phase, the entrepreneur articulates the commercial concept and describes the market need. Incubating is the second phase. At this point, the focus is on defining product performance specifications and validating technical capabilities in the context of proposed performance specifications. Business plans are prepared and market research is conducted to validate aspects of the market opportunity. During the Demonstrating Phase, there is an attempt to generate technical proof within a more defined commercial context. Activities focus on product development and market acceptance with the goal of establishing evidence of the potential to increase sales and create economic returns. In the fourth phase, Market Entry, entrepreneurs enter the market to validate the commercial opportunity. They focus on product improvements, cost reductions, and product line enhancements. The final phase is Growth & Sustainability. Attention shifts from business plan execution to increasing market share and/or total revenue and profit in the context of a self-sustaining business.[5]

Survey respondents who have started a business or would like to in the next one to five years are in the following phases of entrepreneurial activity:



[5] Source: Ohio Department of Development, Technology Commercialization Framework.

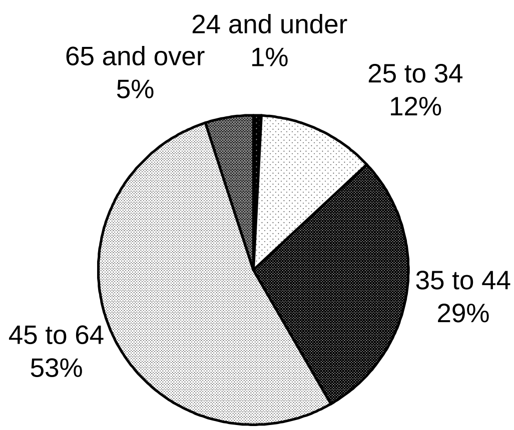
Business Characteristics. The new or prospective businesses of those who have started their own business or want to start their own business fall within a wide range of industries. The largest share (10.1%) is in computer hardware/software, followed by business products and services (9.3%). Other notable industries included consumer products and services, media and entertainment, and retail. No other industries had a share larger than five percent.

Similarly, the industry in which respondents currently work is wide ranging. The largest share (12.3%) is business products and services. A large number of respondents (24%) indicated that their new or prospective business falls within the "other" category. Those respondents listed businesses in human resource services, nonprofit consulting, business and marketing consulting, legal services, internet services, and research, among others.

As might be expected, it appears that many entrepreneurs are developing businesses in the same industries with which they are currently affiliated. For example, 20 of the 23 respondents currently in computer hardware/software/services indicate that their new or prospective business is in the same industry. Eleven of the 21 individuals who reported their current industry to be business products and services also reported their new or prospective business to be in business products and services. Eight of the nine respondents in the financial services industry have a new or prospective business in financial services.

Survey respondents were also asked the primary location of their business (based on zip code). A total of 212 responses included a valid zip code. These zip codes fall within 14 different counties in Ohio; however, the vast majority of businesses are in Cuyahoga (68.4%), with the downtown Cleveland area accounting for 19.3 percent of the overall responses and 28.3 percent of the Cuyahoga County businesses. Summit County accounts for 9.9 percent, Richland County for 6.1 percent, Mahoning County for 2.8 percent, Medina, Stark, and Wayne Counties each account for 1.9 percent, while all other counties had less than 1.5 percent each.

Demographics. More than half of respondents were between the ages of 45 and 64, and over a fourth were between the ages of 35 and 44. Only two respondents were age 24 and under, therefore that category of respondents was eliminated in the age-based analysis of responses due to statistical insignificance.



Almost two-thirds (64.4%) of respondents were male; slightly more than one-third (35.6%) were female.

This year the survey also included an optional question asking the respondents' race/ethnicity. Almost 84 percent of respondents classified themselves as white, while black/African American represented less than eight percent. The remaining respondents (8.4%) classified themselves according to four other available categories.[6]

Most respondents were raised in Northeast Ohio, with 36.5 percent having lived in the region their entire life, while 25.6 percent moved away as an adult and then returned later in their lives. Over 21 percent of respondents relocated to Northeast Ohio more than 10 years ago, and almost 14 percent relocated to the region within the last 10 years. The remaining respondents (less than 3 percent) do not currently live in Northeast Ohio.

The results of the survey are reported on the following pages. Each section begins with the actual questions used in the survey. The first graph in each section is based on data from all respondents. The latter graphs reveal variation in responses based on entrepreneurial status, phase of entrepreneurial activity, age, and gender. Observations and comments regarding this year's results as compared to the 2006 survey are included where relevant.

[6] The survey question offered the following options for the question: What is your race/ethnicity? White; Black/African American; Hispanic/Latino; American Indian or Alaska Native; Native Hawaiian or Other Pacific Islander; Other.

II. Capital

For small businesses, access to capital from the following sources in Northeast Ohio is easy:

- Equity – Friends and Family
- Equity – Angel Capital
- Equity – Venture Capital
- Debt – Banks

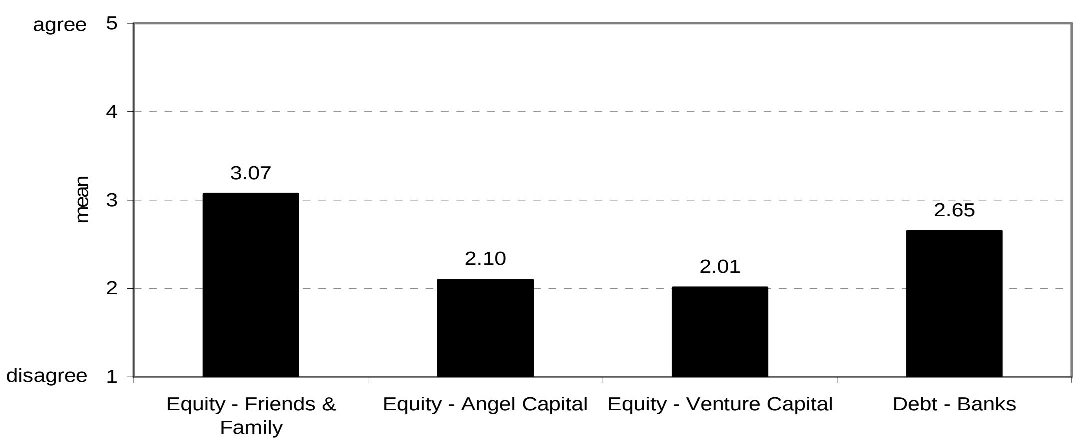
1 = disagree 5 = agree

Respondents reported greatest ease of access to capital from friends and family than from other sources (Figure 1). A large percentage (39.9%) indicated strong agreement (4 or 5 on the 5-point scale) with the statement that access to capital from friends and family is easy. Furthermore, friends and family is the only source of capital for which the mean response (3.10) exceeded the midpoint of the scale.

Scores for angel capital, venture capital, and debt financing were relatively low. Debt financing (mean=2.48) was considered to be easier to access than equity financing from either angel investors (mean=2.32) or venture capitalists (mean=2.16). Over half (55.4%) of respondents strongly disagreed (1 or 2 on the 5-point scale) with the statement that access to capital from banks (debt) is easy. The numbers are more dismal for angel and venture capital — 58 percent of respondents strongly disagreed that access to angel capital is easy, and 64 percent strongly disagreed that access to venture capital is easy.

All types of capital received lower scores from this year's respondents compared to the 2006 survey, yet the measures were in the same relative order of ranking. Only the perception of access to angel capital was statistically significant when compared to last year's survey, which had a slightly lower score for that particular measure.

Figure 1.
Perceptions of Access to Capital



How do perceptions of ease of access to capital vary among those who have started a business and those who would like to start a business? Figure 2 compares responses among those who started a business more than five years ago or in the last five years, and those who want to start a business within the next year or next five years.

Data reveal that those who have already started a business are more optimistic about access to capital from friends and family than other sources. Those who started a business in the past five years reported less ease of access to angel capital, venture capital, and debt financing than those who started more than five years ago. Those who want to start a business in the next year are particularly optimistic about access to angel capital. In addition, entrepreneurs looking to start a business within the next five years are most positive about their ability to access debt financing.[7]

Figure 2.
Perceptions of Access to Capital by Entrepreneurial Status

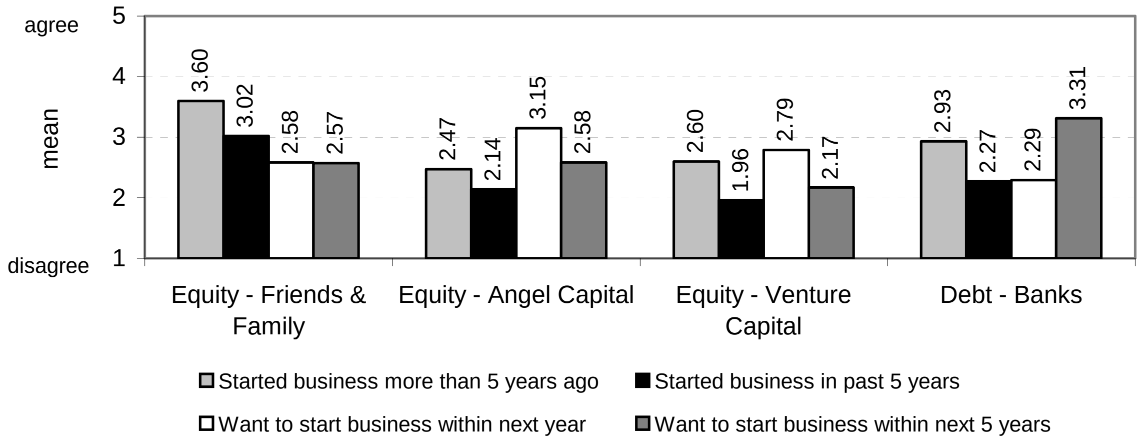
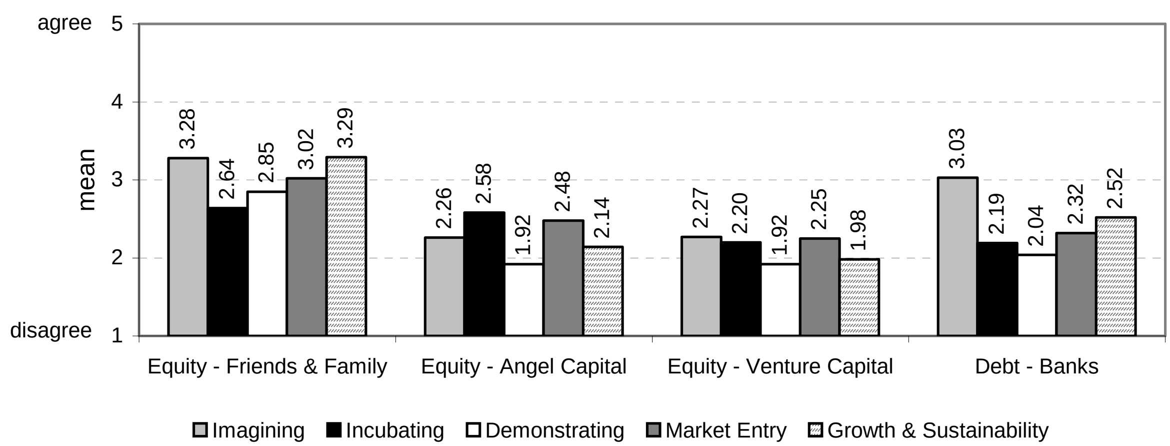


Figure 3 compares responses among those who are in different phases of entrepreneurial activity, ranging from Imagining to Growth and Sustainability. Although access to equity from friends and family was generally perceived to be higher among all phases, no other patterns emerge from the data. There is little variation in reported ease of access to venture capital. Those in the Imagining phase perceive access to debt financing to be above average. The differences in perception are not statistically significant for any of the measures.

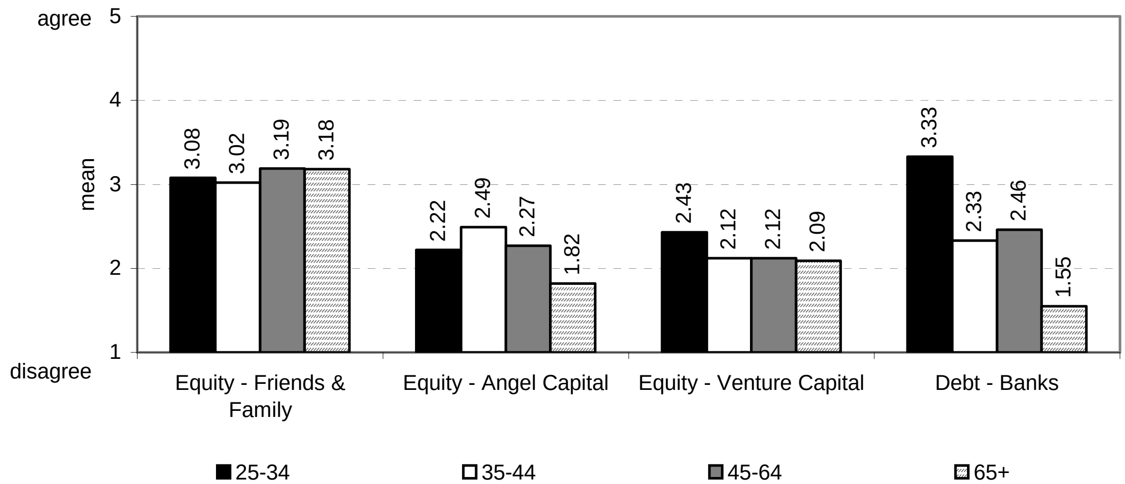
Figure 3.
Access to Capital by Phase of Entrepreneurial Activity



[7] There is a statistically significant difference ($p<.05$) in the responses (based on entrepreneurial status) regarding access to capital from friends and family. There is no statistically significant difference regarding angel capital, venture capital, and debt financing.

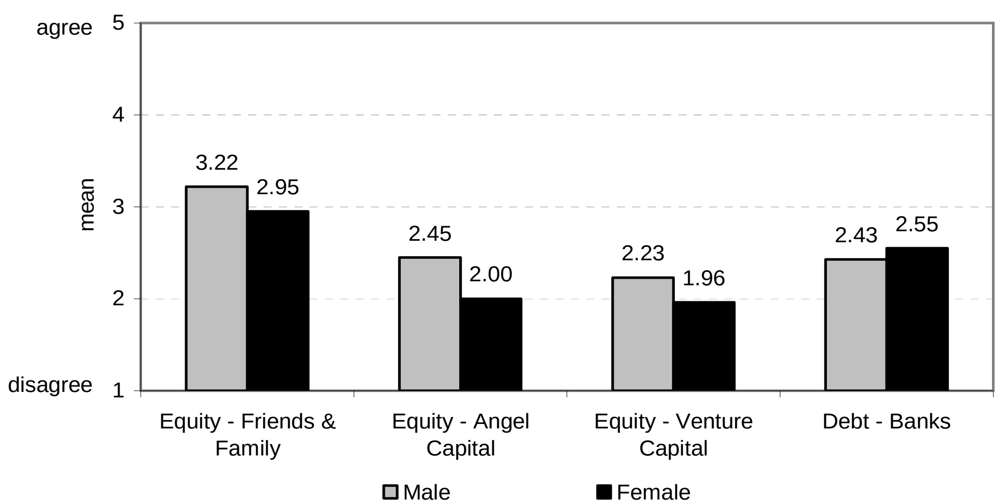
Figure 4 reveals statistically significant variation in the perceived ease of access to capital based on the age of the respondent. Younger respondents (age 25-34) appear to be more optimistic about venture capital and debt financing. Entrepreneurs of all ages believe capital is most easily accessible from friends and family. Differences are statistically significant only for perceptions of debt financing.

Figure 4.
Perceptions of Access to Capital by Age Group



Perceptions of access to capital differ somewhat by gender. Differences are only significant regarding capital from angel investors, with men reporting easier access (Figure 5). Women have lower perceptions of access to capital with the exception of debt financing. Although men reported easier access to capital from friends and family, the responses otherwise reflected low perceptions for both genders.

Figure 5.
Perceptions of Access to Capital by Gender



III. Workforce

Well-trained workers in the following occupation categories in Northeast Ohio are in sufficient supply:

- Management Personnel
- Scientists and Engineers
- IT Specialists
- Skilled/Specialized Workers
- Unskilled Workers

1 = disagree 5 = agree

The supply of well-trained workers does not appear to be a problem for entrepreneurs in Northeast Ohio (Figure 6). Respondents indicate that well-trained workers are in sufficient supply for all occupation categories. More than half of respondents strongly agreed (4 or 5 on the 5-point scale) with the statement that management personnel are in sufficient supply. Over three-quarters strongly agree that unskilled workers are readily available. Skilled/Specialized workers had the greatest percentage (24%) of respondents strongly disagree (1 or 2 on the 5-point scale) that those types of workers are sufficient in Northeast Ohio. The mean exceeds the midpoint of the scale for all occupational categories. The perceptions of the available workforce in this year's survey are very similar to the previous year.

Figure 6.
Perceptions of Workforce

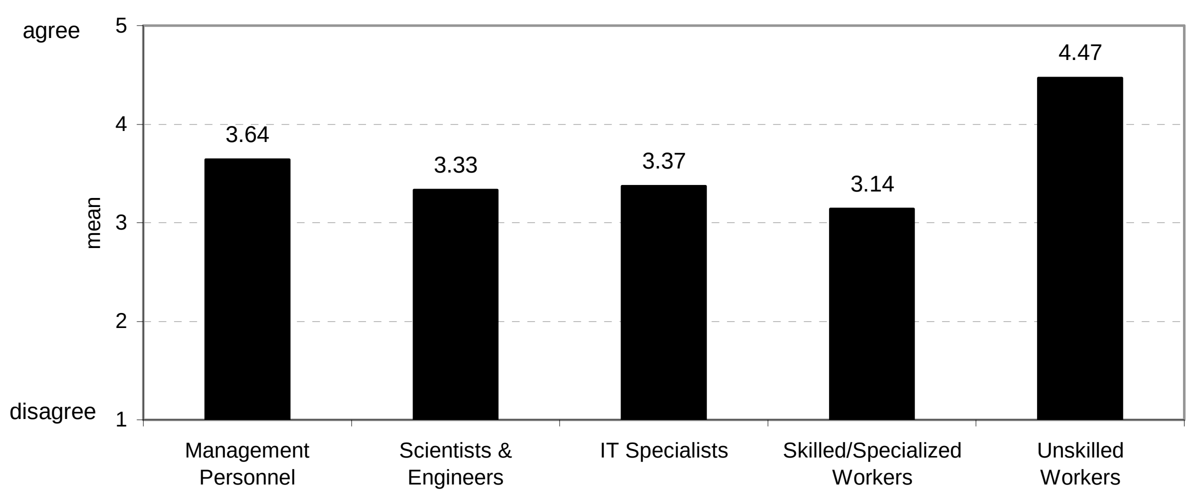


Figure 7 compares responses among those who have already started a business and those who want to start a business within the next one to five years. There is no statistically significant difference in responses among these groups, although those who started a business in the past five years see access to workforce as more problematic in all categories except unskilled workers.

Figure 7.
Perceptions of Workforce by Entrepreneurial Status

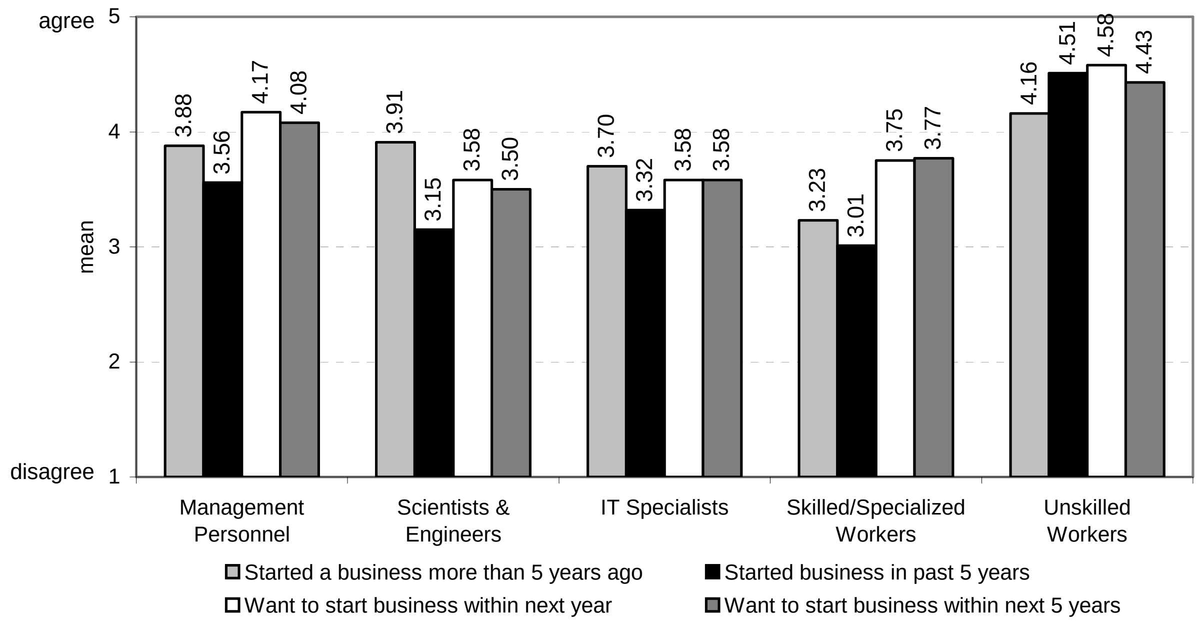
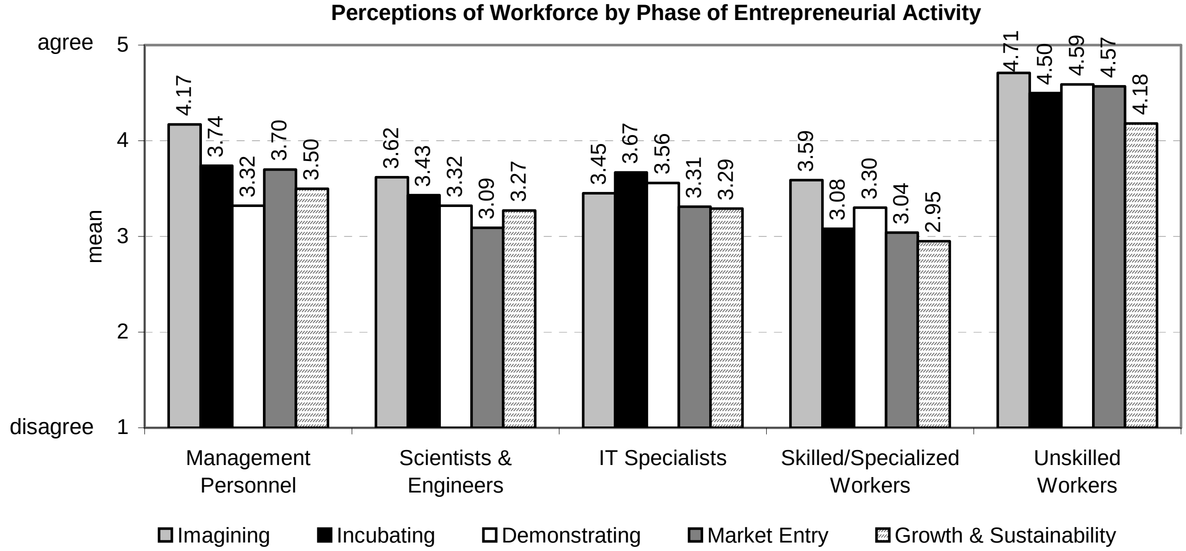


Figure 8 compares responses among those who are in different phases of entrepreneurial activity, ranging from Imagining to Growth and Sustainability. Again, the variation in responses is not statistically significant.

Figure 8.
Perceptions of Workforce by Phase of Entrepreneurial Activity



There is no statistically significant variation in the perceptions of the workforce among the various age groups (Figure 9). All age groups have more optimistic views regarding the availability of unskilled workers, but the differences between age groups for each category of the workforce are very minimal.

Figure 9.
Perceptions of Workforce by Age Group

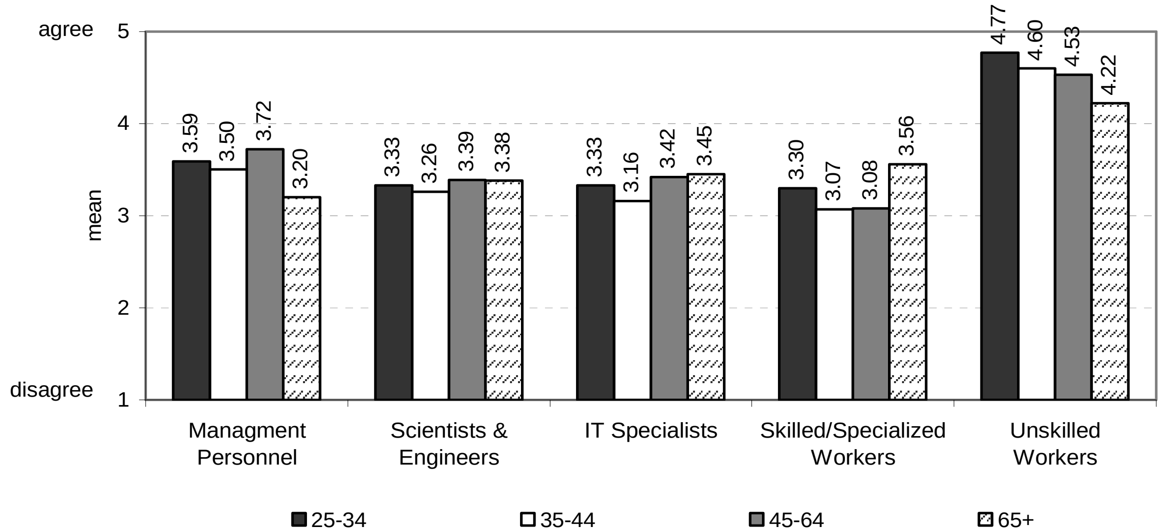
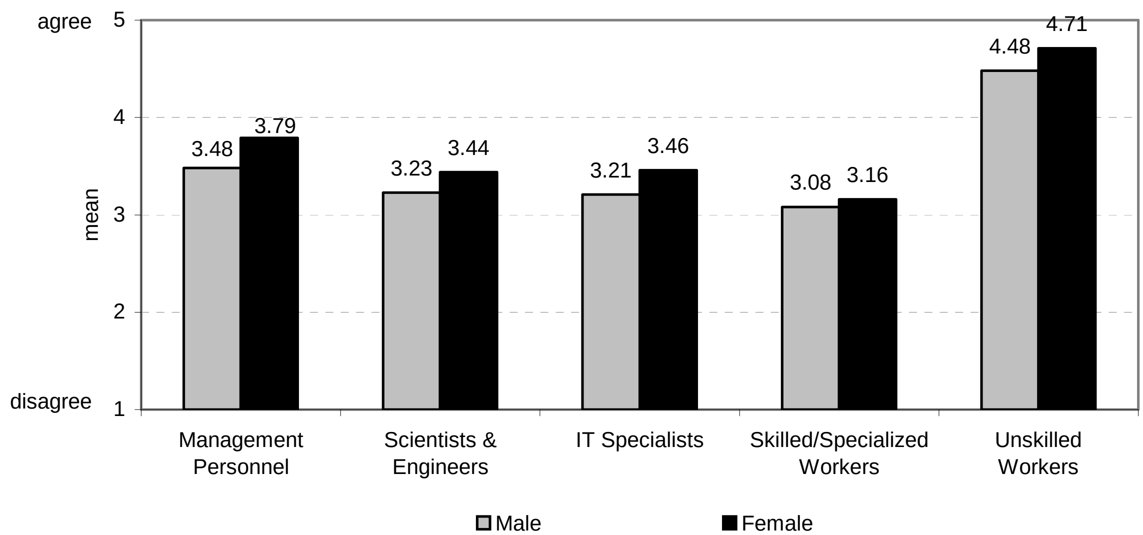


Figure 10 reveals that men and women reported very similar scores on their perceptions of the workforce. The differences are not statistically significant.

Figure 10.
Perceptions of Workforce by Gender



IV. Information

Colleges and universities in Northeast Ohio provide knowledge and information that your business needs:

- Facilities/Labs
- Training
- Students
- Research/Information
- Technology Transfer/Licensing

1 = rarely 5 = frequently

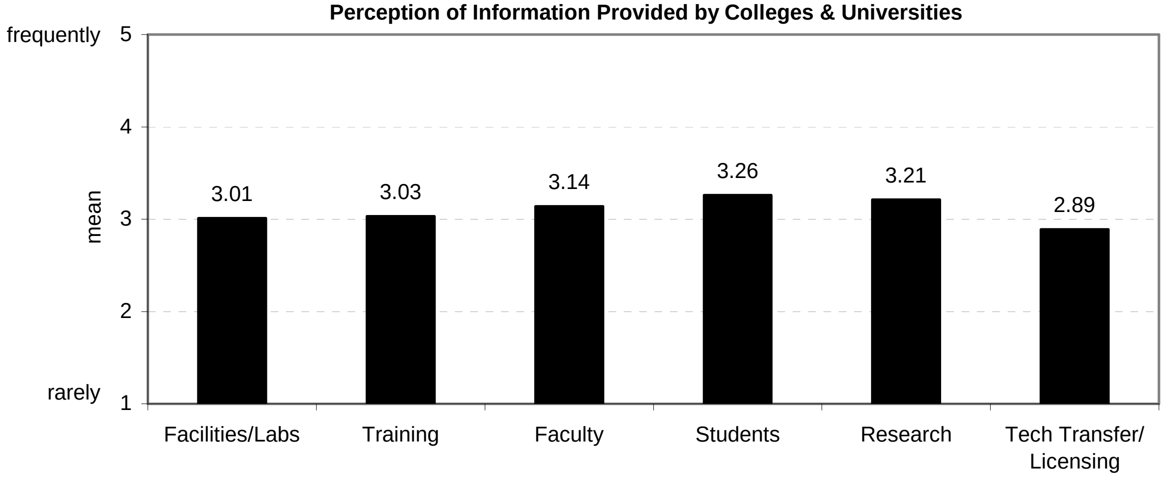
Northeast Ohio business support organizations provide knowledge and information that your business needs.

1 = rarely 5 = frequently

Overall, respondents appear to be fairly satisfied with knowledge and information provided by colleges and universities in Northeast Ohio (Figure 11). Over one-third of respondents reported that these institutions often or frequently (4 or 5 on the 5-point scale) provided the students and research information their business needs. Between 20-26 percent of respondents assessed that the institutions rarely (1 or 2 on the 5-point scale) provided the necessary knowledge and information for all categories.

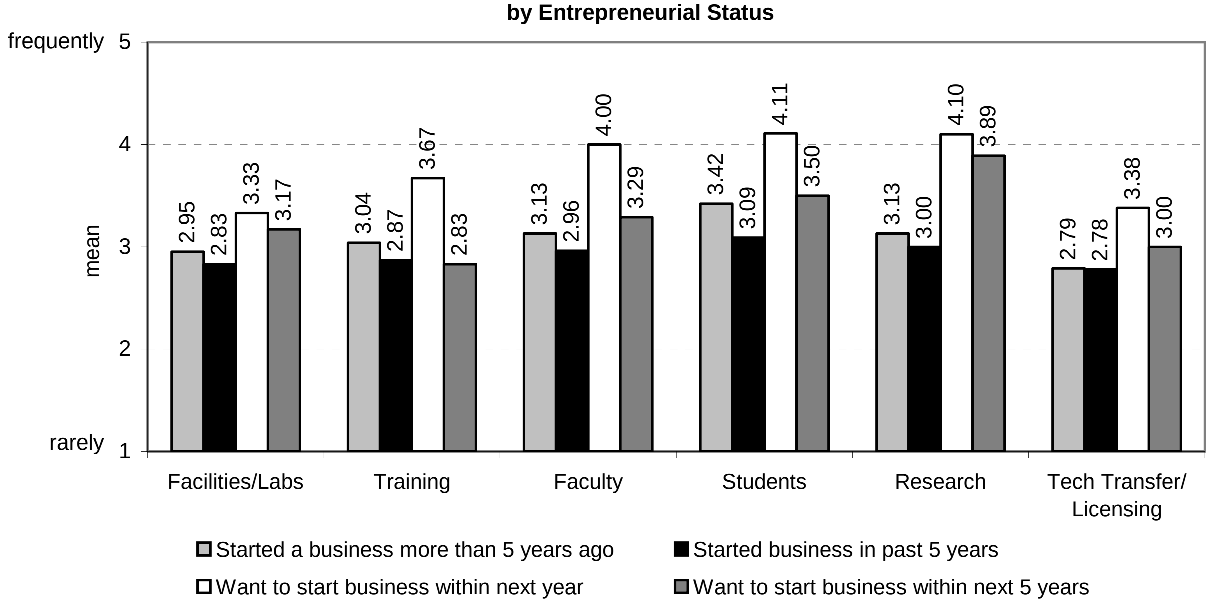
Mean scores were above the midpoint on most measures relating to knowledge and information provided by colleges and universities in Northeast Ohio. The score for technology transfer/ licensing was the exception, falling slightly below the midpoint. The mean score was highest on the measure relating to students (3.26), indicating that respondents are satisfied with the quality of students coming from local educational institutions. The results were very similar to the 2006 survey perceptions of information provided by colleges and universities.

Figure 11.
Perception of Information Provided by Colleges & Universities



Although satisfaction with colleges and universities is above the midpoint for most measures, Figure 12 reveals that the level of satisfaction varies among groups. Respondents who want to start a business in the next year report considerably more satisfaction with colleges and universities than those who have already started a business. Across all measures, scores are lower for respondents who had started a business in the past five years compared to all other groups.

Figure 12.
Perceptions of Information Provided by Colleges & Universities by Entrepreneurial Status



The level of satisfaction with colleges and universities also varied by phase of entrepreneurial activity. Differences in perceptions were statistically significant for measures of research and technology transfer/licensing only. In most cases, respondents with businesses in the Imagining phase reported higher scores than those in other stages of business development (Figure 13). This is partly consistent with the previous finding, as it would be expected that those hoping to start a business within the next year would be in the early stages of business development. Those in the Growth and Sustainability phase reported low scores on most measures, although those in the Incubating phase were most dissatisfied with the levels of Facilities/Labs and Tech Transfer/Licensing provided by the institutions. This may reflect varying needs and experiences with respect to knowledge and information provided by colleges and universities. Results for the perceptions of Research and Tech Transfer/Licensing are statistically significant.

Figure 13.
Perceptions of Information Provided by Colleges and Universities by Phase of Entrepreneurial Activity

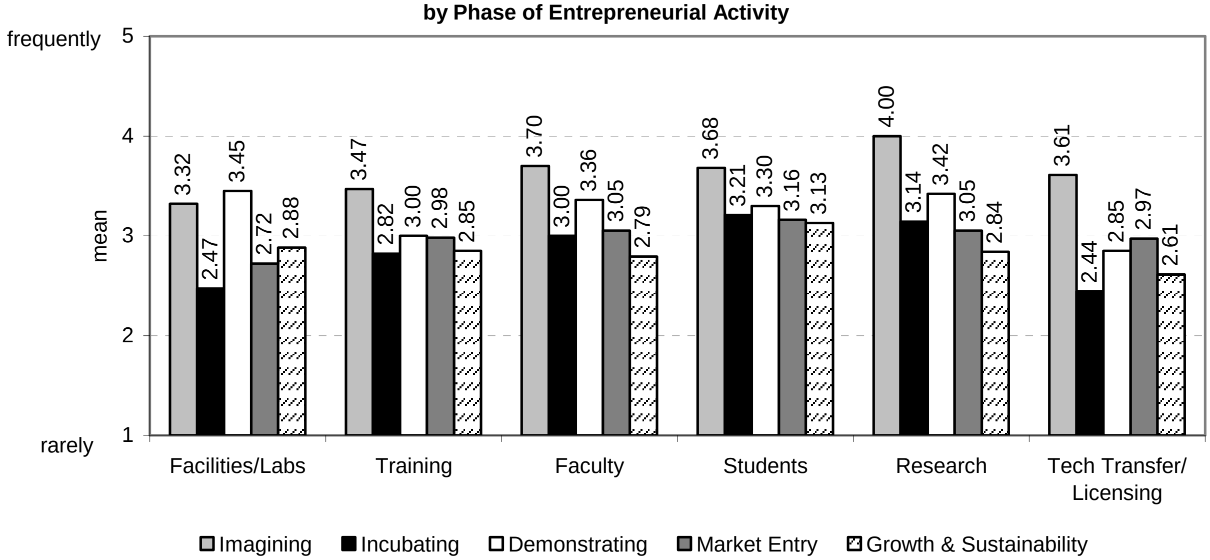
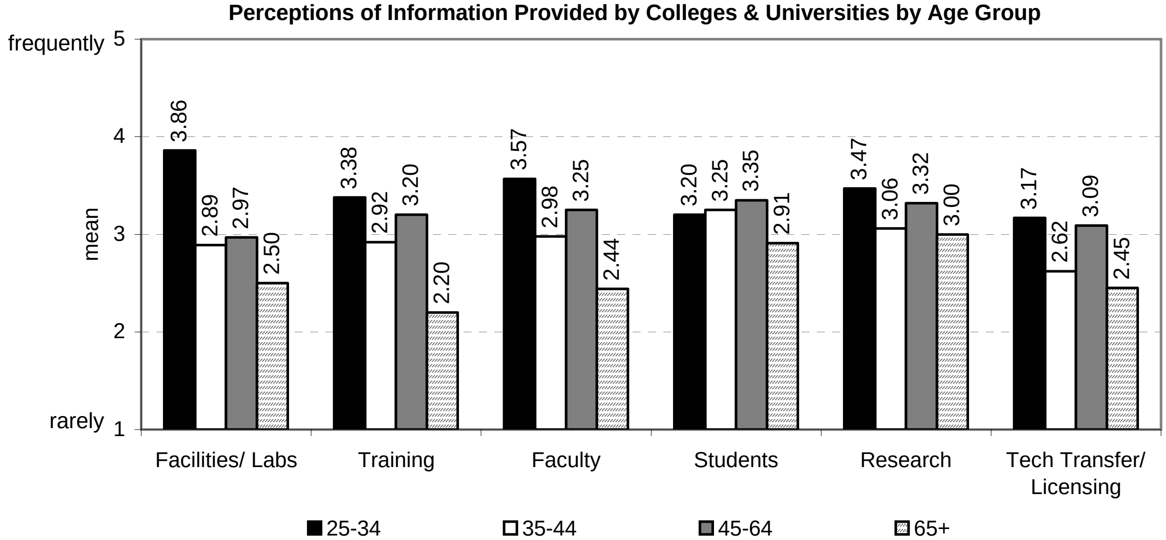


Figure 14 shows that respondents in the 65+ age group reported lower scores on all measures relating to information provided by colleges and universities. The youngest age group, 25-34, had the most favorable perception of information provided by colleges and universities with the exception of Students, which was rated most highly by respondents age 45-64.

Figure 14.
Perceptions of Information Provided by Colleges & Universities by Age Group



As shown in Figure 15, women gave higher scores on all measures relating to knowledge and information provided by colleges and universities in Northeast Ohio except for the measure of Students.

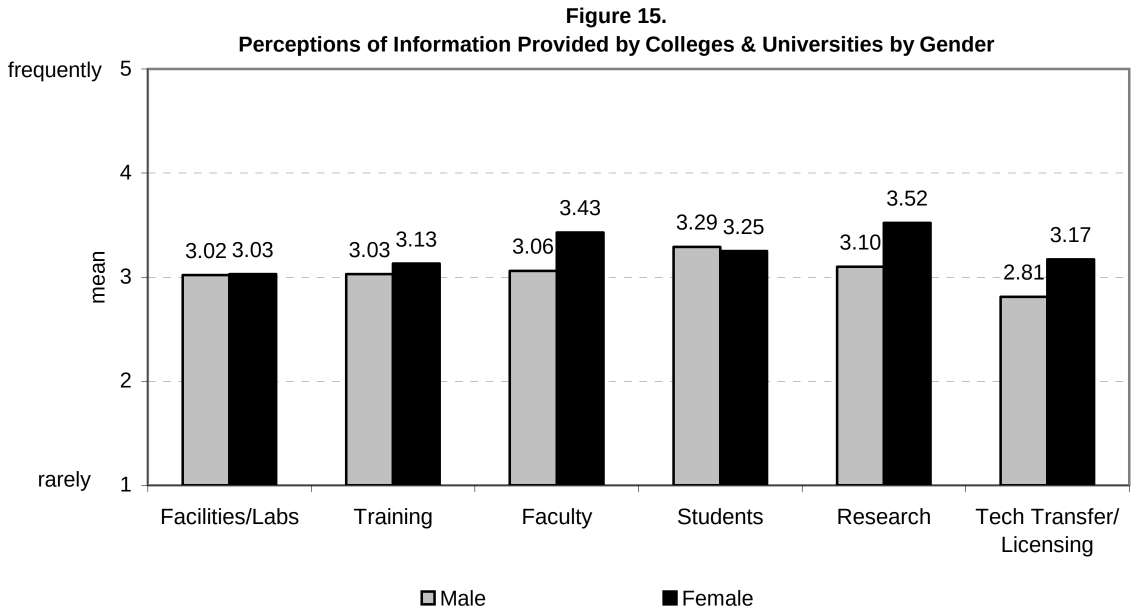


Figure 16 addresses the question of whether business support organizations provide knowledge and information that businesses need. A considerable percentage of respondents (43.9%) report that these organizations often or frequently (4 or 5 on the 5-point scale) provide needed information; however, more than a quarter (31.2%) report that they rarely (1 or 2 on the scale) provide needed information.

The mean score for all respondents (3.16) was above the midpoint on this measure. The difference in perceptions based on entrepreneurial status of the respondents is not statistically significant. Respondents who want to start a business within the next one to five years reported higher scores than those who have already started a business. The scores for this year are slightly below last year's survey responses for all measures, but the relative scores between groups of respondents remain consistent.

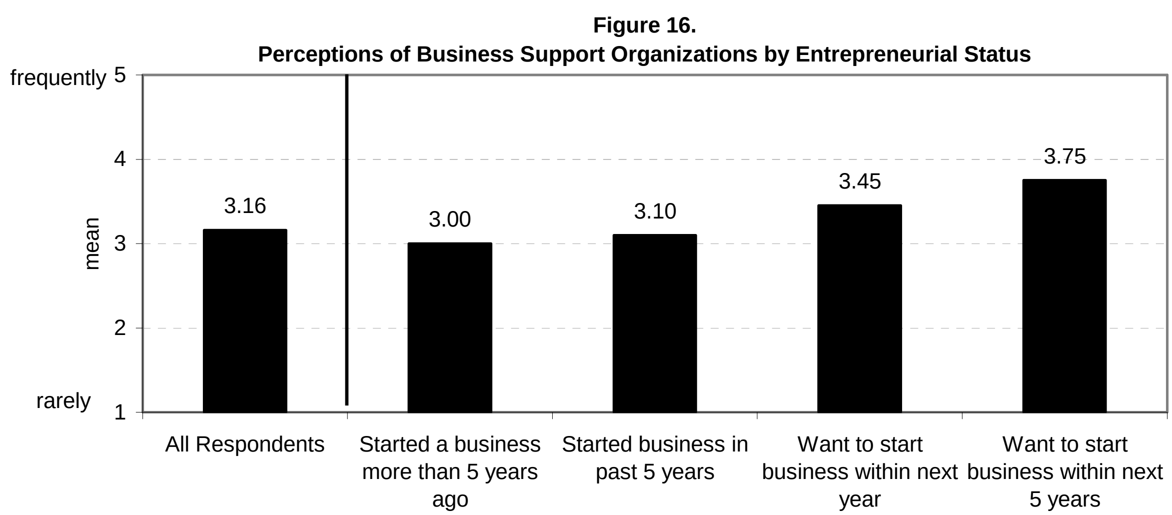
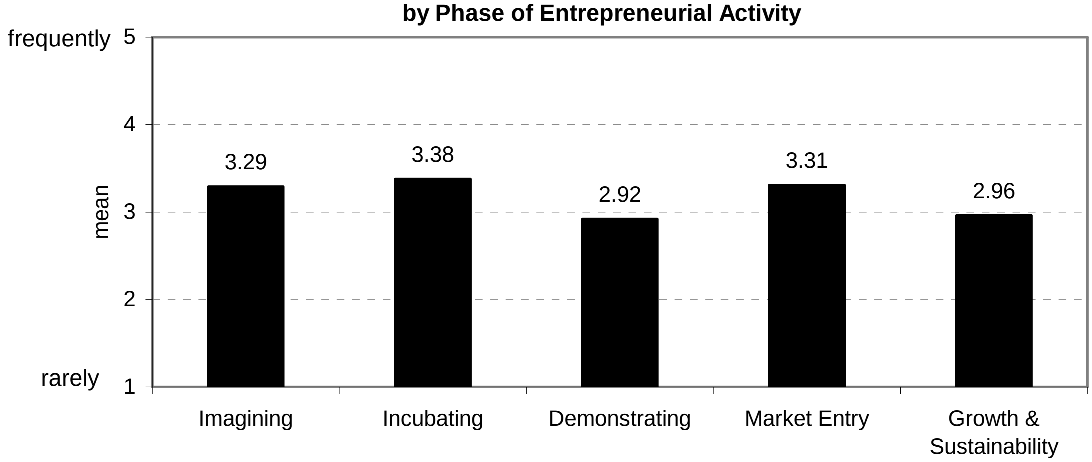


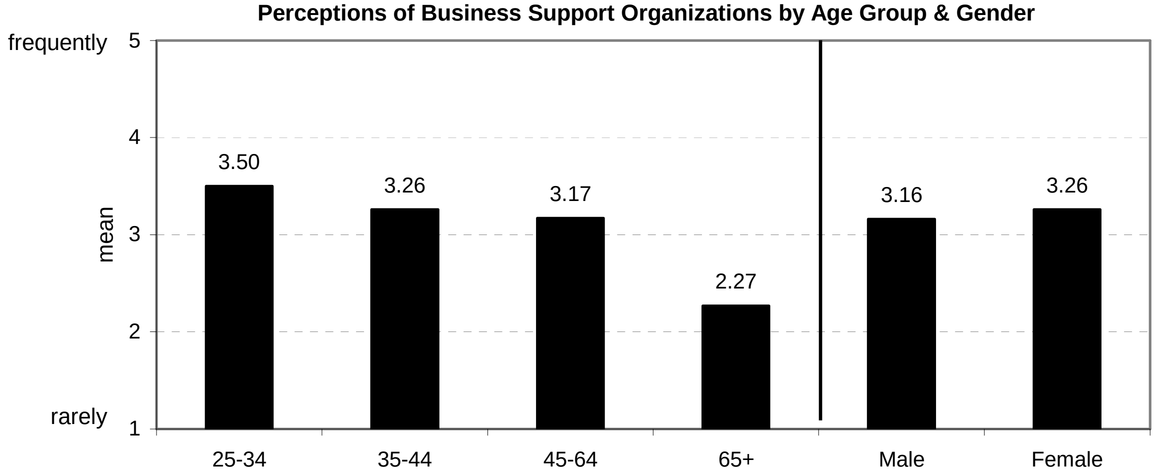
Figure 17 shows that respondents in the Incubating stage of business development report the highest score for business support organizations, although these differences are not statistically significant. The slight differences may reflect a greater reliance on support services in the early stages, although scores are also fairly high for respondents in the Market Entry phase.

Figure 17.
Perceptions of Business Support Organizations by Phase of Entrepreneurial Activity



There is no statistically significant variation in perceptions of business support organizations by age or gender. Those age 25-34 report a higher score than respondents in other age groups. The lowest score is reported by those age 65+, whose score dropped quite notably from last year's survey results (2006 mean score of 3.39).

Figure 18.
Perceptions of Business Support Organizations by Age Group & Gender



V. Networking

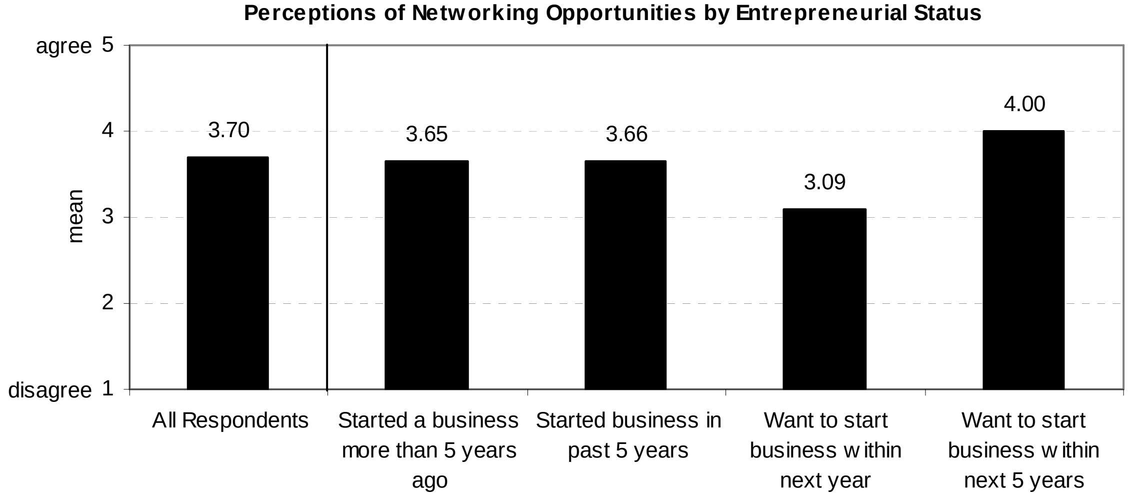
Opportunities to meet and network with other people in your field are sufficient.

1 = disagree 5 = agree

Figure 19 shows that all respondents indicated agreement that networking opportunities in their field are sufficient (mean=3.7); 63 percent reported strong agreement (4 or 5 on the 5-point scale) and a relatively small number (21%) disagreed (1 or 2 on the scale).

Furthermore, scores are high for most groups — those who have already started businesses and those who want to start a business in the next five years. This suggests that networking opportunities are open to future entrepreneurs and continue to be available to those in later stages of business development. Those wanting to start a business within the next year have notably lower perceptions from last year's survey (3.80), while entrepreneurs planning a longer horizon have increased their perceptions from 2006 (3.53) to this year's survey results (4.00).

Figure 19.
Perceptions of Networking Opportunities by Entrepreneurial Status



As shown in Figure 20, there is no significant variation among those at different stages of business development with regard to their perceptions of networking opportunities. Respondents in the Imagining phase gave the highest scores, suggesting that networking opportunities for potential entrepreneurs are readily available. Those in the Growth and Sustainability phase also had favorable perceptions of networking opportunities.

Figure 20.
Perceptions of Networking Opportunities by Phase of Entrepreneurial Activity

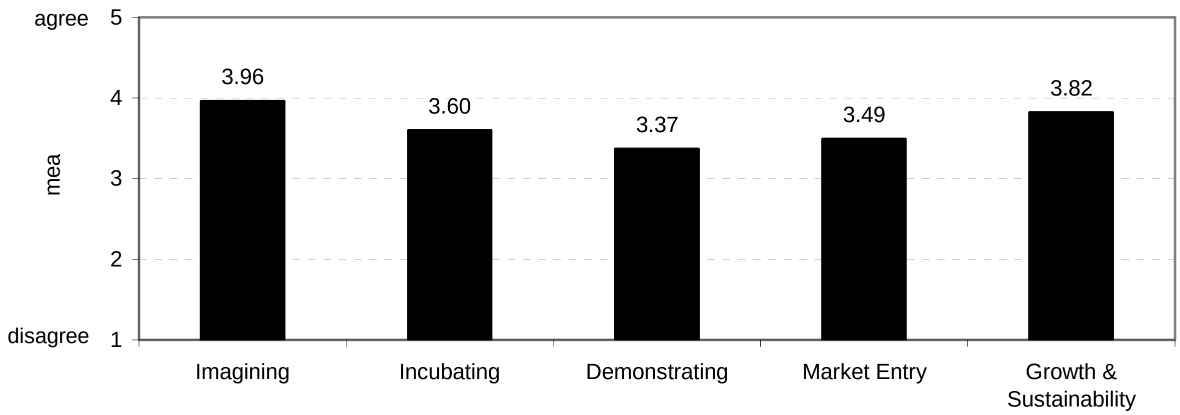
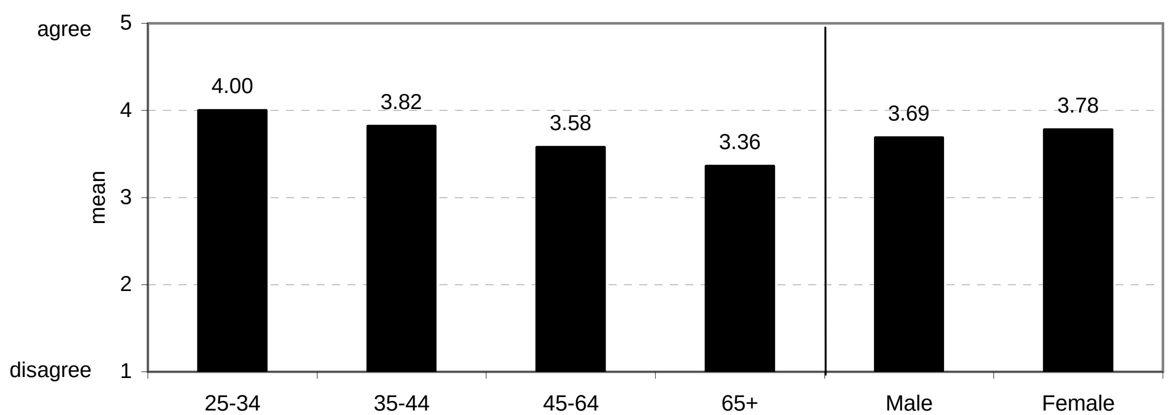


Figure 21 reveals that, although scores are high across all age groups, they are highest among those in the youngest age groups. Combined, these groups represent approximately 13 percent of all respondents. There is no statistically significant difference in perceptions based on either age or gender. Scores for the two younger respondent groups increased from last year's results while the two older groups have lower scores this year.

Figure 21.
Perceptions of Networking Opportunities by Age Group & Gender



VI. Government

Governments' responsiveness to entrepreneurial needs and ability to provide relevant services is sufficient:

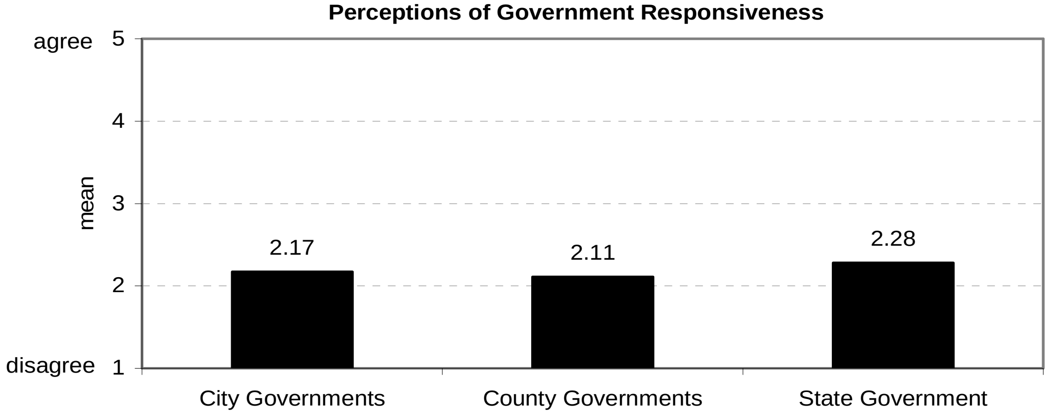
- City Governments
- County Governments
- State Government

1 = disagree   5 = agree

Respondents believe that governments are unresponsive to entrepreneurial needs and their ability to provide relevant services is insufficient (Figure 22). Scores were well below the midpoint of the scale for city, county, and state government. Furthermore, scores have dropped slightly for all three echelons of government from last year's survey results.

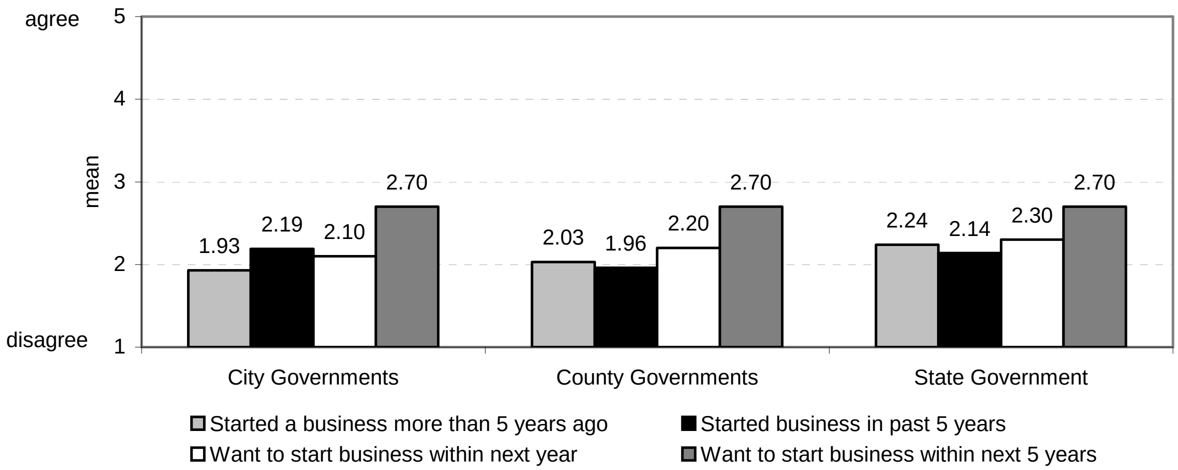
Approximately two-thirds of respondents strongly disagreed (1 or 2 on the 5-point scale) that city, county, and state governments are responsive to entrepreneurial needs and provide relevant services. Thus, government services are thought to be of limited value to entrepreneurs.

Figure 22.
Perceptions of Government Responsiveness



Although there is very little variation among groups, those who want to start a business within the next five years reported slightly higher scores than those who have already started a business (Figure 23).

Figure 23.
Perceptions of Government Responsiveness by Entrepreneurial Status



There is greater optimism toward government responsiveness among respondents in the Imagining stage of business development (Figure 24). Last year, those in the Incubating stage had the most positive perceptions for all levels of government. Results are statistically significant for the measures of county and state governments.

Figure 24.
Perceptions of Government Responsiveness by Phase of Entrepreneurial Activity

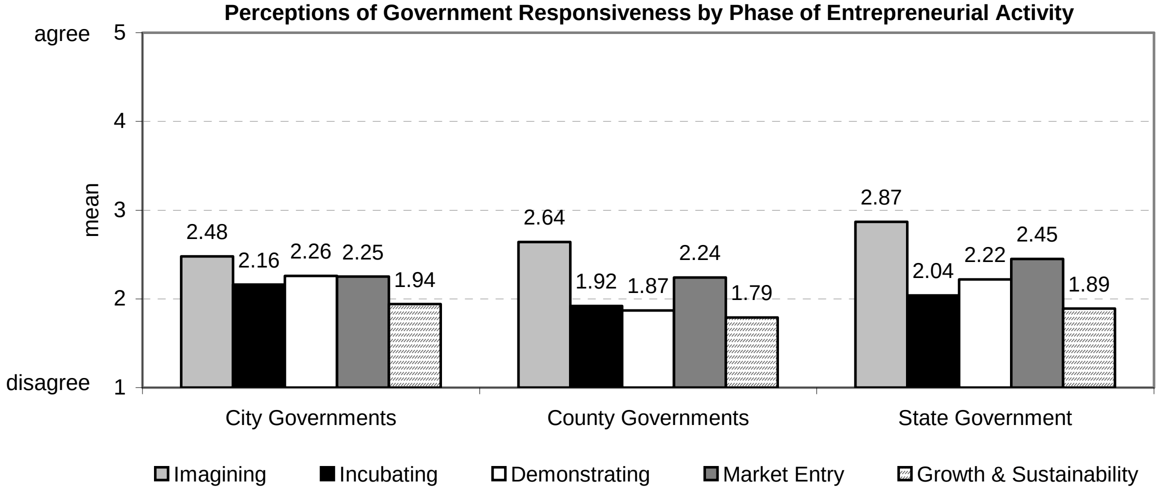
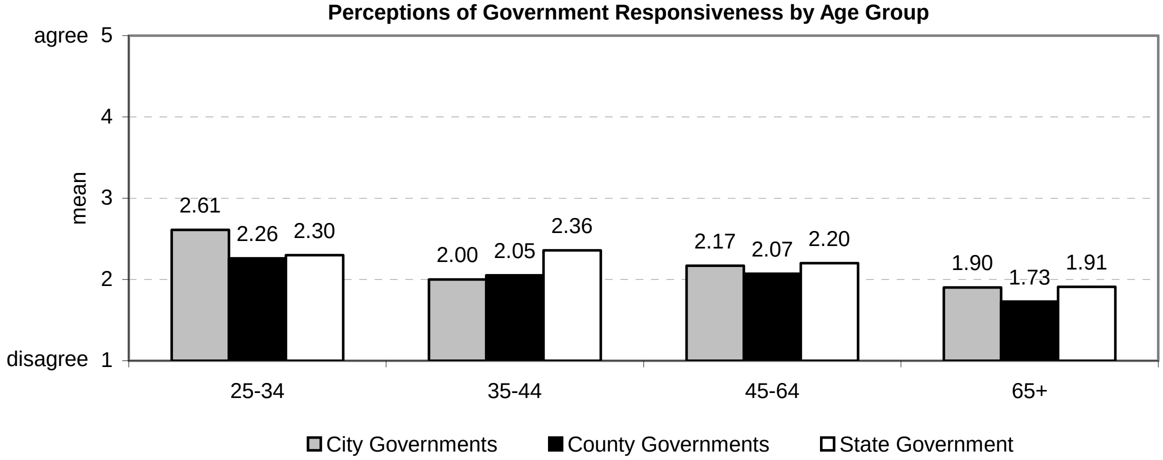


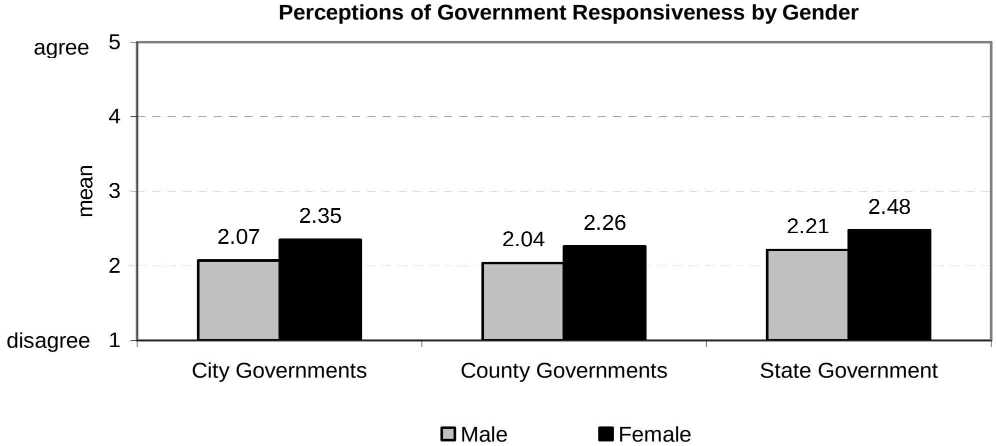
Figure 25 indicates that perceptions of governments' responsiveness to the needs of entrepreneurs are slightly higher among respondents age 25-34, with the exception of state government perception, which was rated higher by respondents age 35-44. Government responsiveness is rated the lowest by respondents age 65+ for each measure. Differences in perceptions based on age group are not statistically significant for any category.

Figure 25.
Perceptions of Government Responsiveness by Age Group



Although the differences are minimal, men report higher scores on the measures of city and state government responsiveness (Figure 26). Women reported consistently higher scores than men on last year's survey for all types of government. This difference is not statistically significant.

Figure 26.
Perceptions of Government Responsiveness by Gender



VII. Attitude

Attitude towards entrepreneurs among the following groups in Northeast Ohio is receptive:

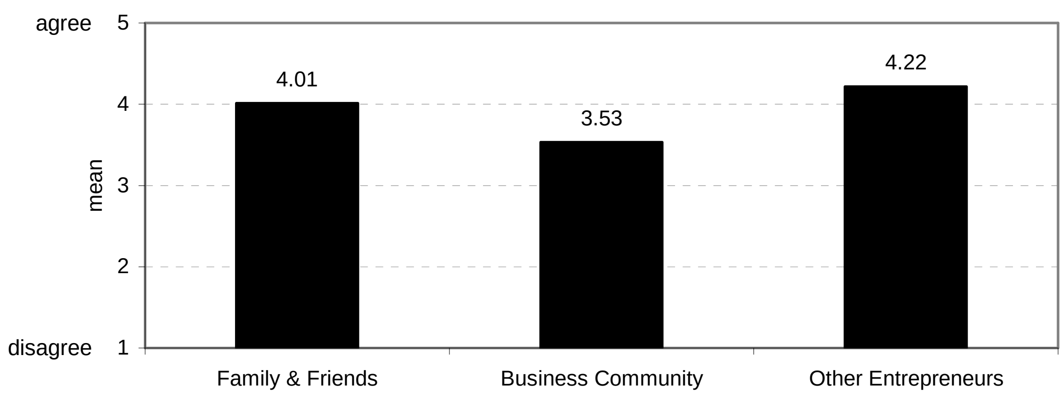
- Family and Friends
- Business Community
- Other Entrepreneurs

1 = disagree   5 = agree

Respondents strongly agreed with the statement that attitudes toward entrepreneurs in Northeast Ohio are receptive, with means ranging from 3.53 for the business community and 4.22 for other entrepreneurs (Figure 27). The business community is perceived to be the least receptive of the three groups with 23 percent of respondents strongly disagreeing (1 or 2 on the 5-point scale) about their receptiveness toward entrepreneurs. However, scores are fairly high for all categories, and the results for this year are very similar to last year's survey scores.

Seventy-seven percent of respondents strongly agreed (4 or 5 on the 5-point scale) that other entrepreneurs have receptive attitudes; 70.6 percent strongly agreed that family and friends are receptive, and 56.7 percent strongly agreed that the business community has a receptive attitude.

Figure 27.
Perceptions of Attitudes toward Entrepreneurs



There is no significant variation in responses among groups when comparing those who have started businesses to those who want to start a business. Figure 28 does reveal that respondents who started a business in the past five years report a slightly lower score on the receptive attitude for all communities.

Figure 28.
Perceptions of Attitudes toward Entrepreneurs by Entrepreneurial Status

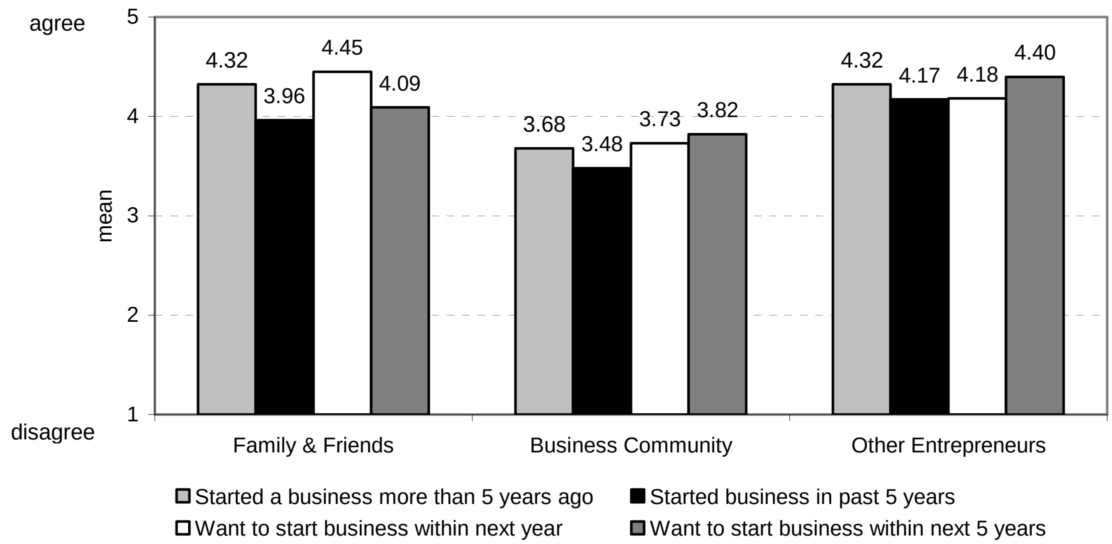
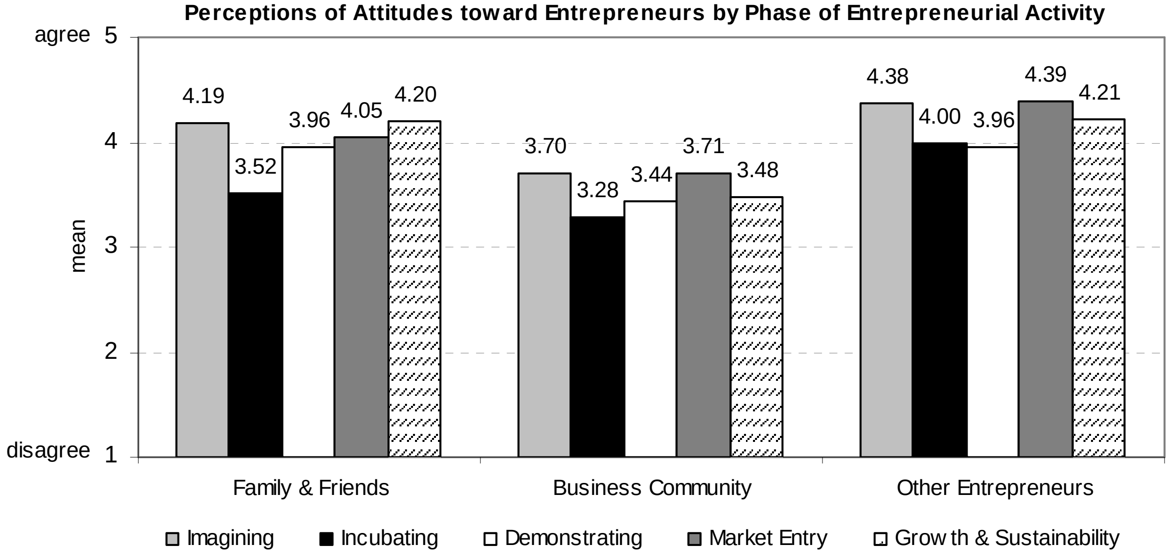


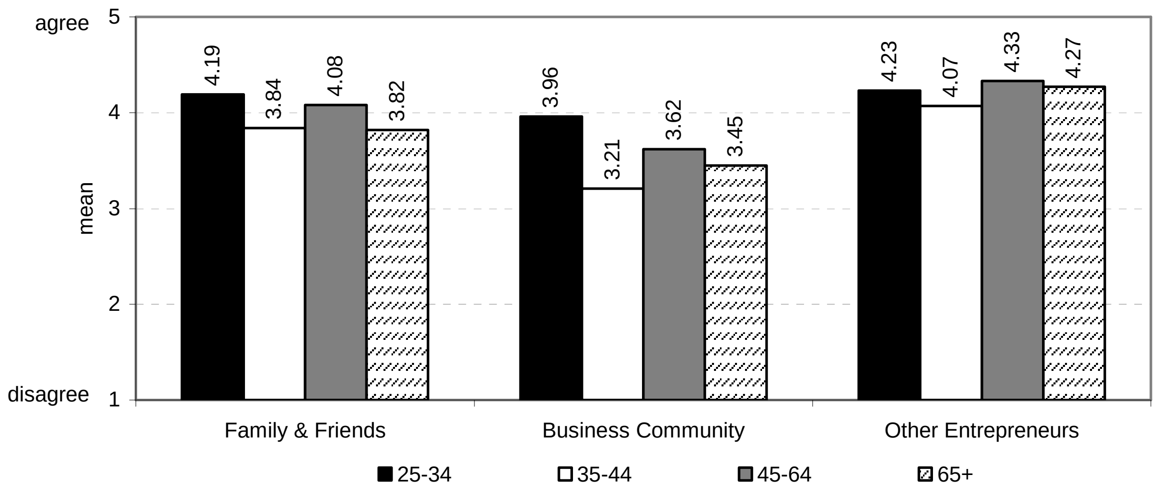
Figure 29 shows that, among respondents at all stages of business development, scores are highest in their perceptions of attitudes toward entrepreneurs by other entrepreneurs.

Figure 29.
Perceptions of Attitudes toward Entrepreneurs by Phase of Entrepreneurial Activity



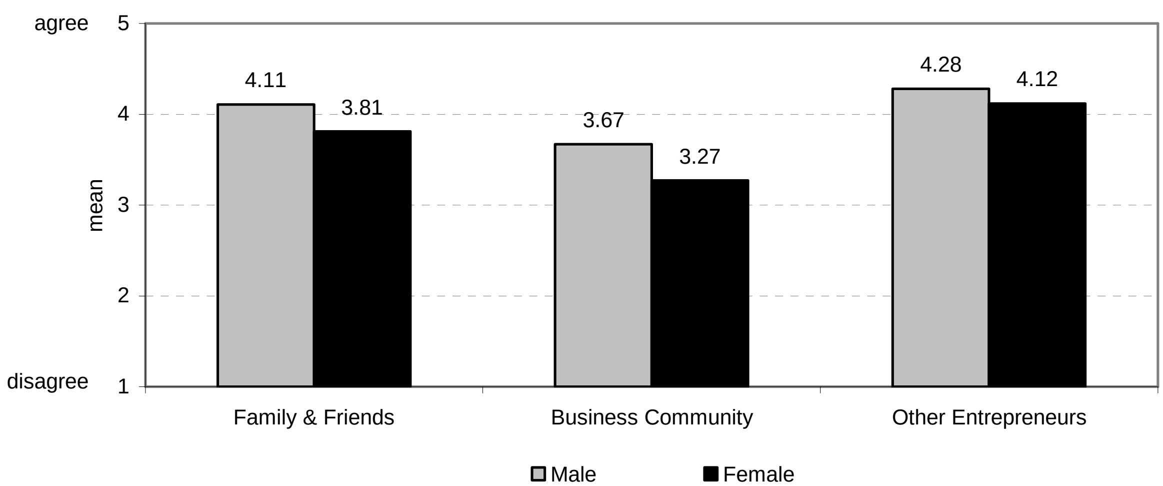
Again, respondents in the youngest age group generally report higher scores than individuals in the other age groups, although all groups believe attitudes toward entrepreneurs are positive (Figure 30). There is a statistically significant difference in perceptions of the business community but not family and friends or other entrepreneurs.

Figure 30.
Perceptions of Attitudes toward Entrepreneurs by Age Group



Men and women report similar scores on measures relating to attitudes toward entrepreneurs (Figure 31). The perceptions of the attitude toward entrepreneurs by the business community are statistically significant.

Figure 31.
Perceptions of Attitudes toward Entrepreneurs by Gender



VIII. Infrastructure

The following infrastructure in Northeast Ohio satisfies your business needs:

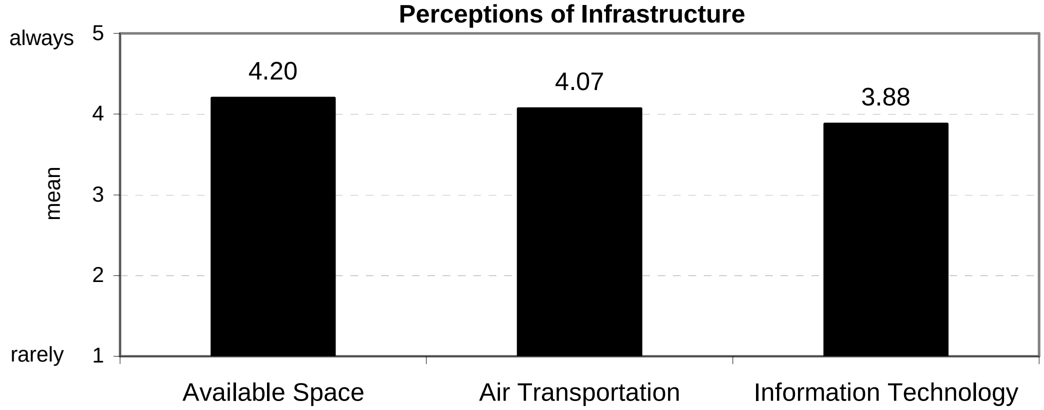
- Available Space
- Air Transportation
- Information Technology

1 = rarely 5 = always

Respondents indicated satisfaction with infrastructure in Northeast Ohio. They reported high scores when asked if infrastructure meets their business needs. For each measure, more than 70 percent indicated strong agreement (4 or 5 on the 5-point scale). The scores are very similar to last year's survey results, although the perception of available space increased marginally.

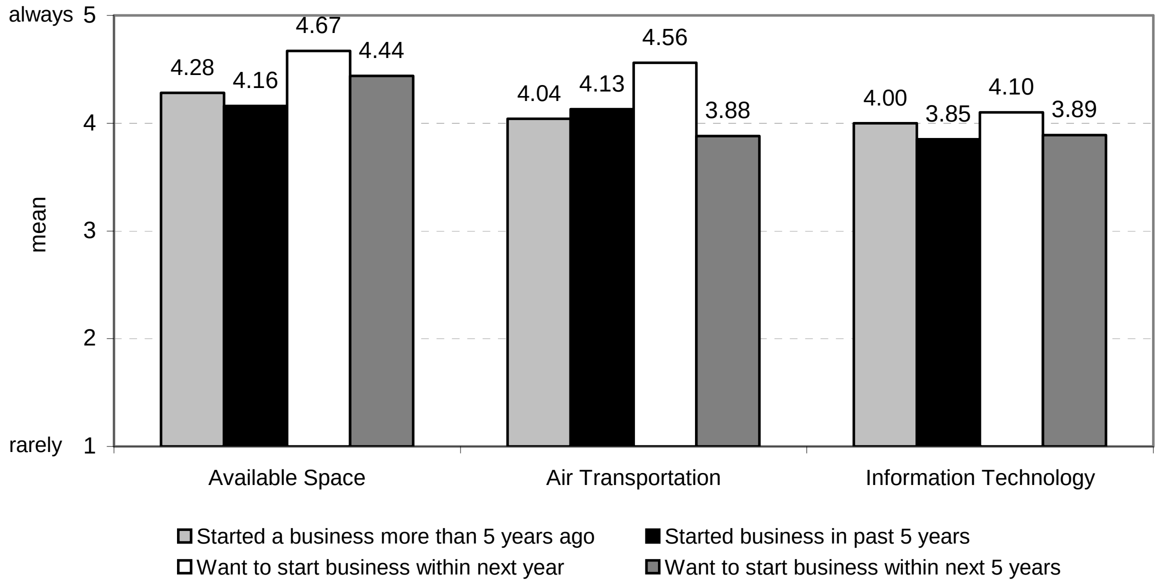
Figure 32 shows that mean scores were very high for available space, air transportation, and information technology. Information technology received the lowest score; however, it is still far above the midpoint of the scale.

Figure 32.
Perceptions of Infrastructure



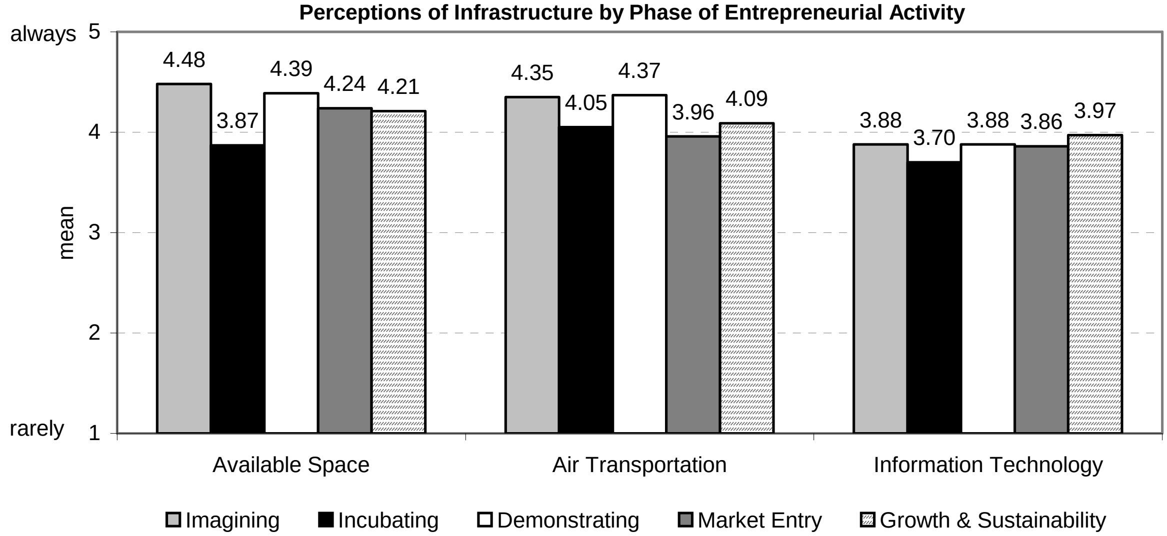
Scores are fairly consistent regardless of whether respondents have already started their own business or hope to within the next one to five years, particularly with respect to available space and information technology (Figure 33). There is a statistically significant difference in how the groups viewed available space infrastructure. Those who want to start a business in the next year issued higher scores for all aspects of infrastructure.

Figure 33.
Perceptions of Infrastructure by Entrepreneurial Status



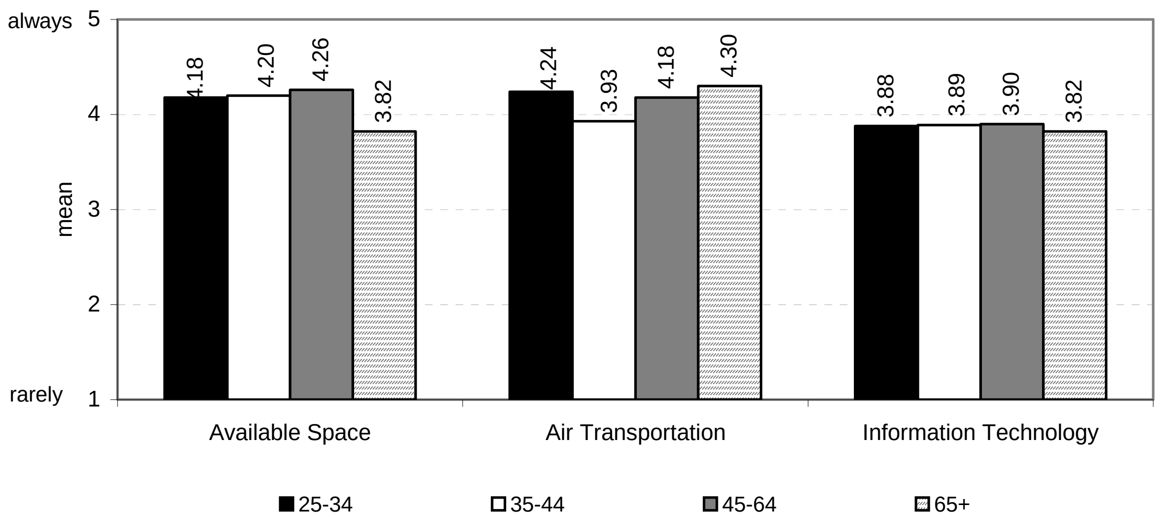
Scores are also consistent among respondents at different phases of business development, indicating that needs are being met regardless of where entrepreneurs are in the process (Figure 34). Respondents in the incubating phase did report slightly lower scores for infrastructure support in available space and information technology.

Figure 34.
Perceptions of Infrastructure by Phase of Entrepreneurial Activity



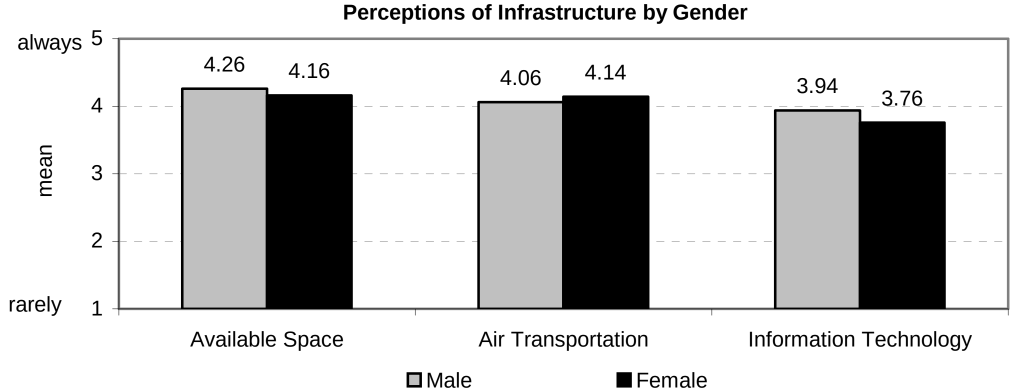
There is no significant variation in scores among respondents of different age groups (Figure 35), however, those age 65 and over reported slightly lower scores for available space and the highest score for air transportation. All age groups have very similar perceptions of information technology infrastructure in Northeast Ohio.

Figure 35.
Perceptions of Infrastructure by Age Group



Men and women report nearly identical scores on the infrastructure measures, as they did in last year's survey.

Figure 36.
Perceptions of Infrastructure by Gender



IX. Quality of Life

The following quality of life items help my ability to develop a business in Northeast Ohio:

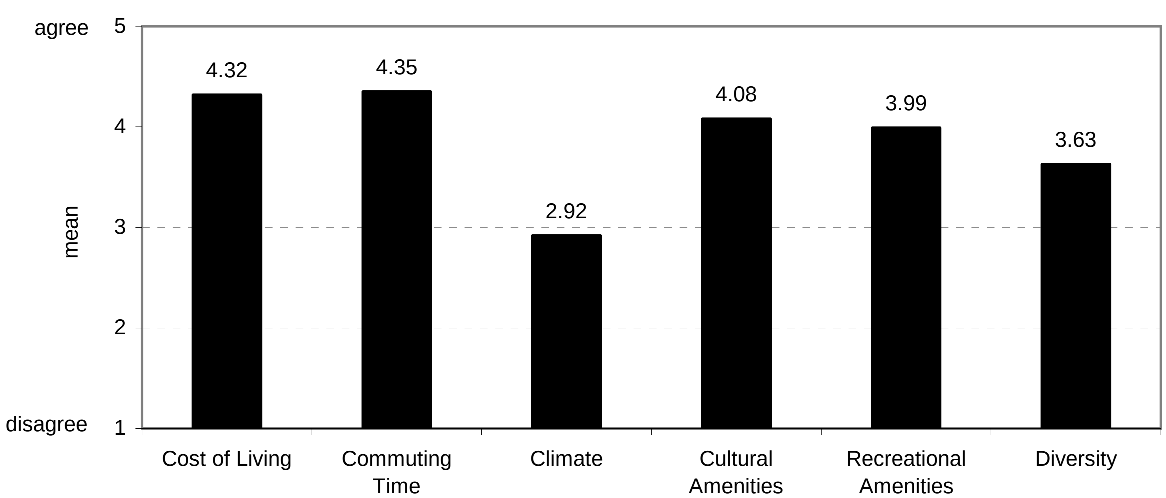
- Cost of Living
- Commuting Time
- Climate
- Cultural Amenities
- Recreational Amenities
- Diversity

1 = disagree   5 = agree

Respondents generally gave favorable scores to quality of life in Northeast Ohio, agreeing that it helps their ability to develop a business in the region. Scores were slightly lower for cost of living and commuting time compared to the 2006 survey, but the respondents gave marginally improved scores for the remaining measures in 2007.

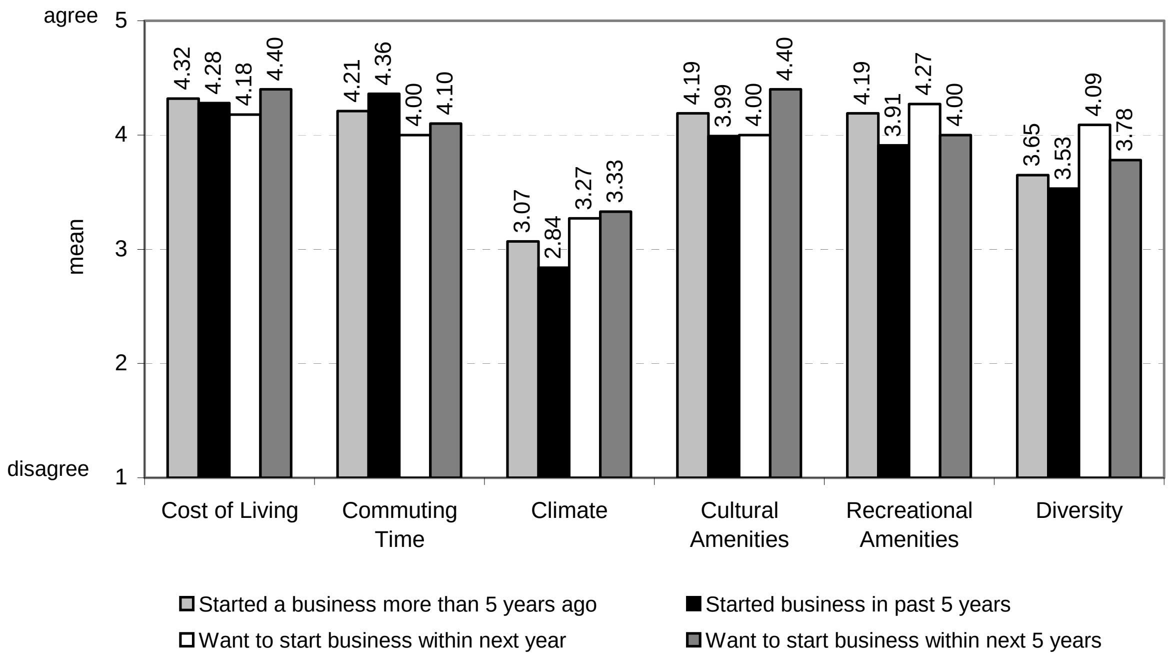
Cost of living and commuting time are the most positive aspects of quality of life in Northeast Ohio; the vast majority reported strong agreement (4 or 5 on the 5-point scale) with the statement (81% for cost of living and 82% for commuting time), as shown in Figure 37. Cultural amenities and recreational amenities also have high mean scores (over 70% of respondents strongly agreed that they help them in their ability to develop a business). The perception of cultural amenities is statistically significant when measured by the length of time respondents have lived in the region. Diversity ranks fairly high as well, with 55 percent of respondents indicating strong agreement. The score for climate is far below the other measures of quality of life as well as being below the midpoint of the scale, meaning that it does not help them in their ability to develop a business in Northeast Ohio.

Figure 37.
Perceptions of Quality of Life



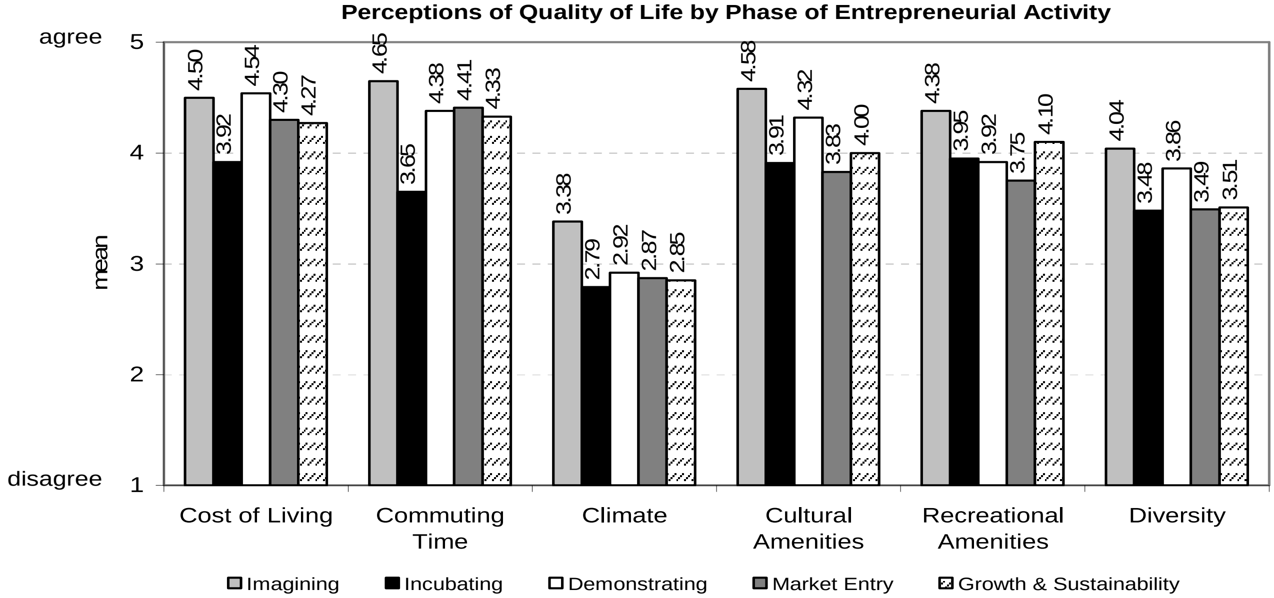
No single group gave consistently higher or lower scores for quality of life measurements in Northeast Ohio (Figure 38). None of the measures are statistically significant.

Figure 38.
Perceptions of Quality of Life by Entrepreneurial Status



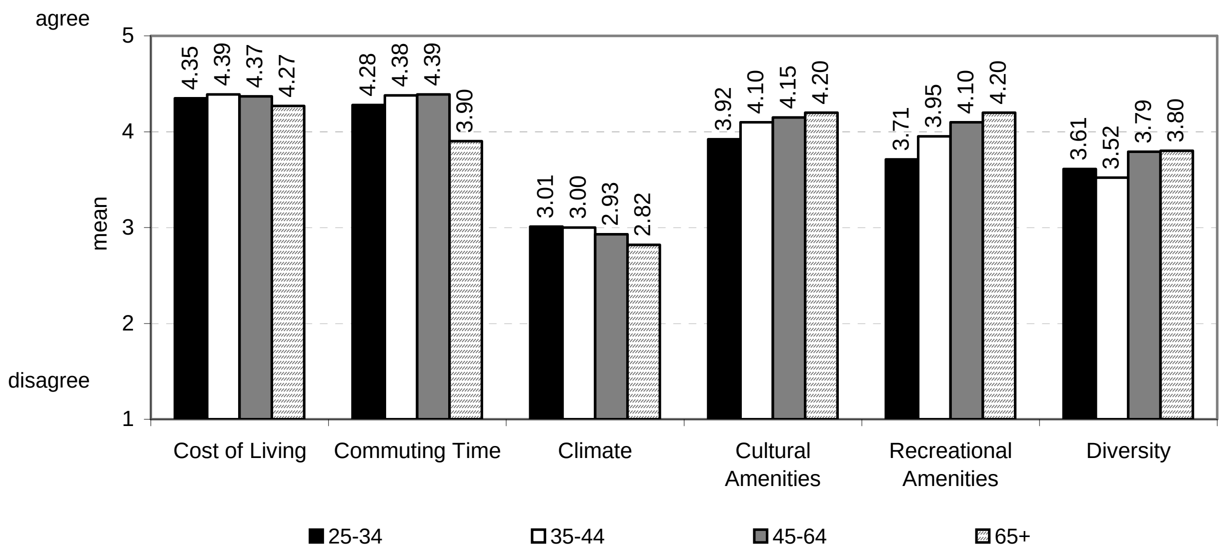
There is some variation in scores based on respondents' phase in the business development process, with those in the Imagining phase reporting higher scores on most measures and those in the Incubating phase reported among the lowest scores for all measures. There are statistically significant differences in perceptions of commuting time and cultural amenities.

Figure 39.
Perceptions of Quality of Life by Phase of Entrepreneurial Activity



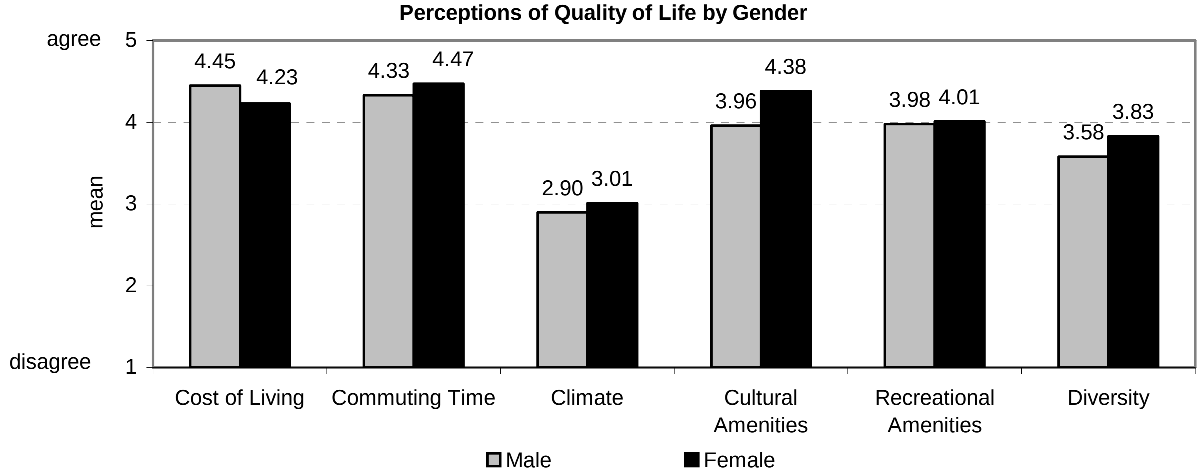
Scores are high across all age groups on all measures except for climate. There is no significant variation in perception for any category (Figure 40).

Figure 40.
Perceptions of Quality of Life by Age Group



Although men and women report similarly on quality of life measures, women report slightly higher scores on all measures except cost of living (Figure 41). Cultural amenities is the only measure for which the difference is statistically significant.

Figure 41.
Perceptions of Quality of Life by Gender



X. Confidence

The overall economic health of the region is strong.

1 = disagree   5 = agree

If you have started a business in the past five years, how confident are you that you will be able to sustain it?

1 = not confident   5 = very confident

If you would like to start a business, how confident are you that you will be able to within the next five years?

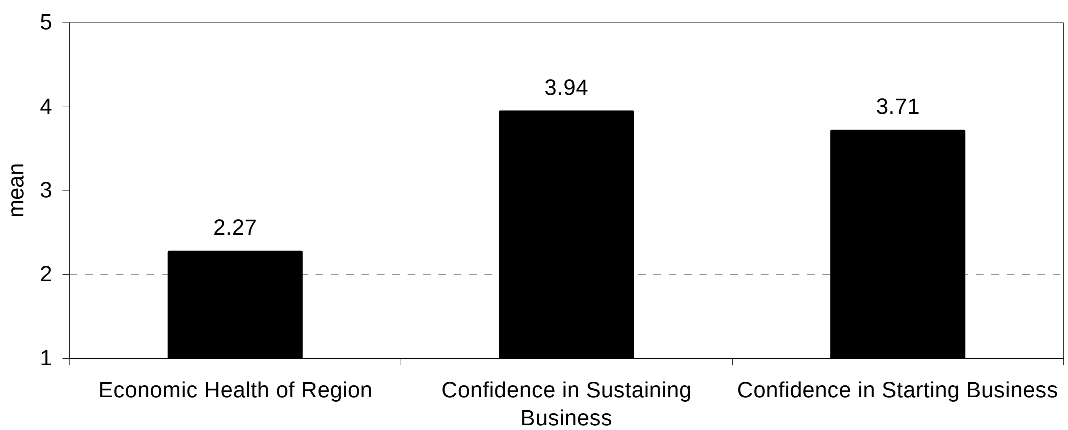
1 = not confident   5 = very confident

Respondents had negative perceptions about the economic health of the region (Figure 42). The mean score (2.27) falls well below the midpoint of the scale; 59.5 percent of respondents strongly disagreed (1 or 2 on the 5-point scale) with the statement that the economic health of the region is strong. Furthermore, the measure of economic health for Northeast Ohio was statistically significant when measured by the length of time that respondents have lived in the region.

Despite this, most of those who have started a business are confident that they can sustain it (mean=3.94), and those who would like to start a business are confident in their ability to do so (mean=3.71). More than two-thirds (71%) were very confident (4 or 5 on the 5-point scale) they could sustain a business, and 79 percent were very confident they could start a business.

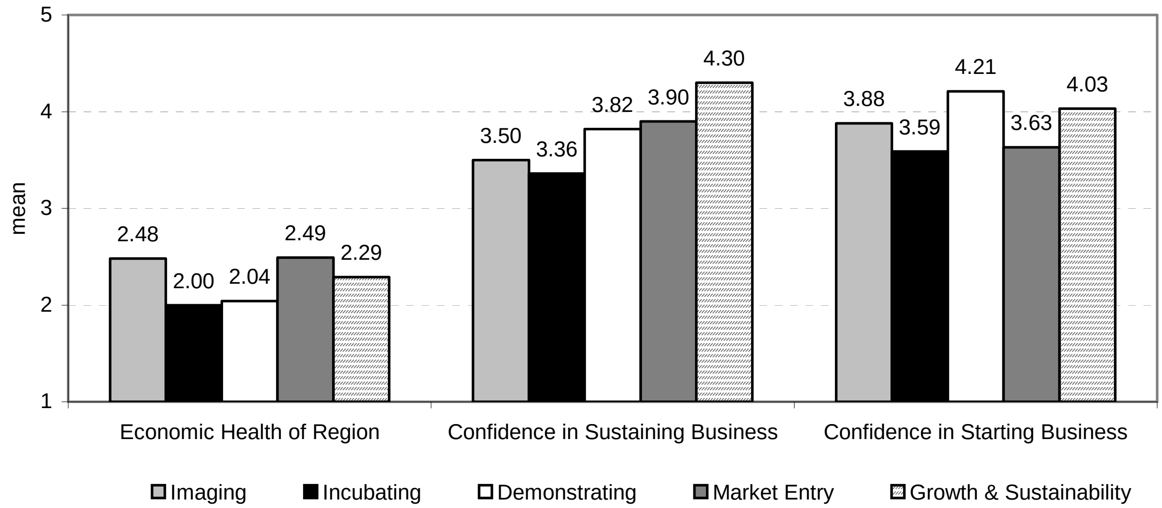
There is a large contrast between respondents' view of the regional economy and their confidence in being able to start or sustain a business in Northeast Ohio. The scores below are very similar to those from last year's respondents.

Figure 42.
Entrepreneurial Confidence



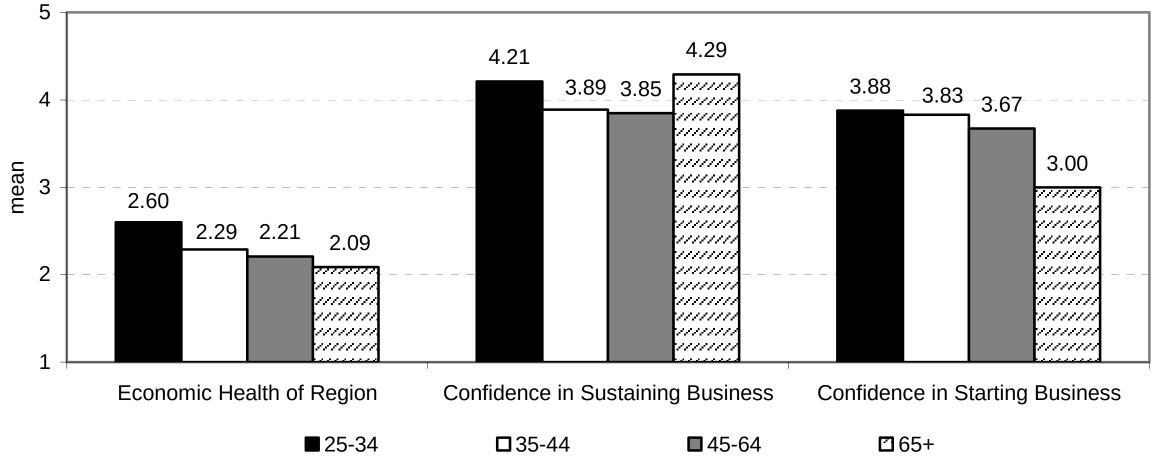
Perceptions of the economic health of the region do not vary substantially among respondents at different phases of business development (Figure 43). Although the score is slightly higher for those in the Imagining and Market Entry phases, scores for all groups are far below the midpoint of the scale. There is a statistically significant difference regarding confidence to sustain a business, and, as would be expected, respondents in the most advanced stage of business development (Growth & Sustainability) report the highest level of confidence. Those in the Demonstrating phase were most optimistic about their confidence in their ability to start a business.

Figure 43.
Entrepreneurial Confidence by Entrepreneurial Status



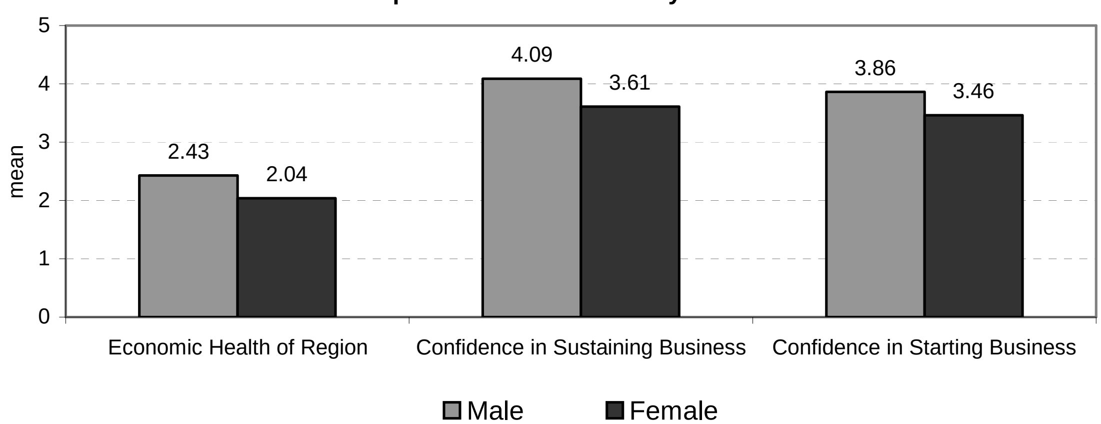
Mean scores remain fairly consistent across the different age groups with the exception of respondents age 65+ reporting slightly lower scores regarding their confidence in starting a business (Figure 44). Respondents age 25 to 34 and age 65 and over reported higher scores regarding their confidence to sustain a business. Again, these differences are not statistically significant. Interestingly, the relative scores for the respondents' confidence in starting a business are the inverse of last year's scores. The older age groups are less optimistic than the younger age groups now, whereas last year the younger age groups reported lower scores regarding their confidence in starting a business.

Figure 44.
Entrepreneurial Confidence by Age Group



Men report consistently higher scores on confidence measures (Figure 45). The variations in perception by gender are statistically significant for the measures of the economic health of the region and confidence in sustaining a business.

Figure 45.
Entrepreneurial Confidence by Gender



XI. Respondent Comments

The survey posed four open-ended questions about being an entrepreneur in Northeast Ohio. Respondents were asked about both the advantages and challenges to starting and sustaining a business, as well as what resources are most needed for entrepreneurs in the region. The final open-ended question allowed the opportunity to give general comments or observations regarding the entrepreneurial climate in Northeast Ohio. Over 40 percent of the respondents did contribute remarks in at least one of these questions. This section is intended to capture some of this information; however, it should not be assumed that these comments reflect the opinions of all or even a majority of respondents.

Among the comments related to the advantages of starting and sustaining a business in Northeast Ohio, several were directed toward the quality of life and cost of living in the region, e.g., : “You can afford to take risks for longer because the cost of living is so low.” Respondents were satisfied that the area was affordable and centrally located for their businesses. Additionally, many comments had favorable views of the attitude in the region toward positive changes and improvements in the business climate. Market opportunities and travel infrastructure were also cited as contributing factors to successful entrepreneurial ventures. Some respondents noted that there were also adequate business resources and support organizations available. One respondent said, “With strong centers of technological innovation, healthcare, and manufacturing, there are lots of opportunities to develop new ideas to meet those needs.”

The challenges to entrepreneurs included the conservative political and business atmosphere in Northeast Ohio, prompting one respondent to say that, “it is simply an attitude issue–-some see problems while those with a vision see opportunity.” This perception was echoed across several comments, one person perceiving the region to be “stuck in a 1950s approach to business.” Some respondents express frustration with government restrictions (city, county, and state level business regulations) and lamented the lack of collaboration among peers and potential mentors. The high taxes in the region were also cited as barriers to starting and sustaining a business. As noted in the previous section regarding capital, many comments were directed at the lack of capital from angel and venture investors as well as difficulties in obtaining debt financing from financial institutions. One comment had a particularly sour view of capital resources, saying that the challenge is raising “capital outside the friends, family, and fools route.”

Respondents were asked to note the resources that are most needed to assist entrepreneurs. Many comments related to the need for more access to capital. There were also several complaints about the lack of leadership and mentoring opportunities to guide entrepreneurs through the regulatory barriers. There were sentiments about poor infrastructure in the region for start-up businesses: “We need…more support for people willing to take a chance and willing to test new ideas.” Some respondents called for tax relief for new businesses and a more amicable political environment for entrepreneurs. Although there are organizations in the region that target new business, one comment noted that these agencies are not actively encouraging entrepreneurs: “I think we have the resources, we just need to make sure we are constantly making people aware.” A small number of comments expressed disappointment with the available talent in the workforce.

General comments and observations about the entrepreneurial climate in Northeast Ohio followed the same vein as above: conservative institutions and attitudes in the business community were not providing the needed leadership to effect positive change. Respondents often expressed frustration with the slow pace of change in the region. Other comments noted that the trend in leadership is looking outward instead of inward: “bringing businesses here should not be the focus…creating businesses will pay off in the long run.” There were positive perceptions of the technology buildup in the region, including praise for incubators and local development offices. Although the entrepreneurial community is generally regarded as optimistic, there were many calls for more government incentives and support. Again, the high tax rates and low access to capital were noted as obstacles to development. One respondent stated that, “I think we are behind as it pertains to other areas of the country, but I believe we have the desire, the commitment, and the resources to make a change.”

XII. Concluding Remarks

Overall, the Entrepreneurship Confidence Survey revealed that individuals feel generally positive about resources available to entrepreneurs in Northeast Ohio. Perceptions were generally good regarding workforce supply, networking opportunities, attitudes toward entrepreneurs, adequacy of infrastructure, and quality of life. Respondents were also confident in their ability to start and sustain a business in the region.

The survey does indicate that there is a need to increase access to capital for entrepreneurs. There is also a need for more responsiveness from government at every level, as well as more business resource and assistance agencies. Respondents have a negative perception of the economic health of the region, despite their entrepreneurial intentions.

The fact that different groups of entrepreneurs often had similar perceptions of resources in Northeast Ohio might indicate that all are being served in a similar capacity. If this is the case, it might be reassuring to know that some groups are not being neglected by service providers or being denied access to particular resources. However, where there are significant differences in perceptions, further investigation is needed to understand the reason for these differences and to determine whether there are gaps in service or resource availability.

The results from this year's survey in comparison to the 2006 survey are not very dissimilar for most categories. Noteworthy differences were stated in each particular section, however, the statistical analysis revealed only one significant difference in respondent means (Perception of Access to Capital, Equity – Angel Capital). For some measures, the highest scores may have come from a different entrepreneurial status or phase group, but the general perceptions tended to retain the same relationships. The comparable results between the 2006 and 2007 survey analyses suggest that the entrepreneurial conditions for Northeast Ohio have not changed.

Appendix A

Entrepreneurship Confidence Survey

OBJECTIVE: The objective of this survey is to assess the entrepreneurial climate and entrepreneurs' confidence in their ability to start and sustain a business in Northeast Ohio. It is our intent to collect this data over the next several years for the purpose of tracking trends and patterns that may be emerging. Your participation in this survey is appreciated and will help shape the direction of future efforts in economic development.

Please note, regardless of whether or not you consider yourself an entrepreneur, your feedback is very valuable to us.

This survey consists of approximately 20 questions and should take approximately 10 minutes to complete. If you don't know the answer or the question is not applicable to you, please select N/A.

1. Do you consider yourself an entrepreneur?
- Yes
- No

2. Have you started a business in the past five years?
- Yes
- No

3. [If answered no to Question #2, this question appears] **Please choose the option that best describes your situation:**
- Never considered starting your own business [Selecting this answer will automatically skip respondent to question #6]
- Over the past five years, considered starting your own business but not currently considering it [Selecting this answer will automatically skip respondent to question #6]
- Want to start your own business within the next year
- Want to start your own business within the next five years
- I have started a business more than 5 years ago
- N/A

4. At what phase of entrepreneurial activity would you consider yourself? *(If you have multiple entrepreneurial endeavors, please answer to the most advanced.)*
- **Imagining** (Developing your business case. Demonstrating in a lab setting.)
- **Incubating** (Business plan and market research. Defining performance specs; validating technological capabilities within the specs.)
- **Demonstrating** (Market acceptance data, price, evidence that sales can grow. Technical proof within customer context; working prototypes perform; manufacturability within cost/quality.)
- **Market Entry** (Entering market, ongoing business, feedback in terms of sales, revenues, margins and growth. Technology embedded working on improvements.)
- **Growth & Sustainability** (Execution; increase in market share; driving business. Product improvements and new product development.)

5. In what industry is your new or prospective business? *(Select one. If you choose "Other," please use the empty text box to specify.)*
- [Single select drop-down to include: Aerospace & Defense; Agriculture; Automotive & Transport; Banking; Bioscience; Business Products & Serv.; Chemicals; Computer Hardwr/Softwr/Serv.; Construction; Consumer Products & Serv.; Education; Electronics; Energy & Utilities; Environmental Serv. & Equip.; Financial Services; Food & Beverages; Health Care; Industrial Manufacturing; Insurance; Leisure; Media & Entertainment; Medical; Metals & Mining; Pharmaceuticals; Real Estate; Retail; Security Products & Serv.; Telecommunications; Transport Services; Other]

CAPITAL:

6. For small businesses, access to capital from the following sources in Northeast Ohio is easy. *(Please rate each using the following scale.)*

Equity - Friends and Family	Disagree	1	2	3	4	5	Agree	N/A
Equity - Angel capital	Disagree	1	2	3	4	5	Agree	N/A
Equity - Venture capital	Disagree	1	2	3	4	5	Agree	N/A
Debt - Banks	Disagree	1	2	3	4	5	Agree	N/A

WORK FORCE:

7. Well-trained workers in the following occupation categories in Northeast Ohio are in sufficient supply. *(Please rate each using the following scale.)*

Management personnel	Disagree	1	2	3	4	5	Agree	N/A
Scientists and engineers	Disagree	1	2	3	4	5	Agree	N/A
IT specialists	Disagree	1	2	3	4	5	Agree	N/A
Skilled/Specialized workers	Disagree	1	2	3	4	5	Agree	N/A
Unskilled workers	Disagree	1	2	3	4	5	Agree	N/A

INFORMATION:

8. Colleges and universities in Northeast Ohio provide knowledge and information that your business needs. *(Please rate each using the following scale.)*

Facilities/Labs	Rarely	1	2	3	4	5	Frequently	N/A
Training	Rarely	1	2	3	4	5	Frequently	N/A
Faculty	Rarely	1	2	3	4	5	Frequently	N/A
Students	Rarely	1	2	3	4	5	Frequently	N/A
Research/Information	Rarely	1	2	3	4	5	Frequently	N/A
Technology Transfer/Licensing	Rarely	1	2	3	4	5	Frequently	N/A

9. Northeast Ohio business-support organizations provide knowledge and information that your business needs. *(Please rate using the following scale.)*

	Rarely	1	2	3	4	5	Frequently	N/A

NETWORKING:

10. Opportunities to meet and network with other people in your field in Northeast Ohio are sufficient. *(Please rate using the following scale.)*

	Disagree	1	2	3	4	5	Agree	N/A

GOVERNMENT:

11. Governments' responsiveness to entrepreneurial needs and ability to provide relevant services is sufficient. *(Please rate each using the following scale.)*

City governments	Disagree	1	2	3	4	5	Agree	N/A
County governments	Disagree	1	2	3	4	5	Agree	N/A
State government	Disagree	1	2	3	4	5	Agree	N/A

ATTITUDE:

12. Attitude towards entrepreneurs among the following groups in Northeast Ohio is receptive. *(Please rate each using the following scale.)*

Family and friends	Disagree	1	2	3	4	5	Agree	N/A
Business community	Disagree	1	2	3	4	5	Agree	N/A
Other entrepreneurs	Disagree	1	2	3	4	5	Agree	N/A

INFRASTRUCTURE:

13. The following infrastructure in Northeast Ohio satisfies your business needs. *(Please rate each using the following scale.)*

Available space	Rarely	1	2	3	4	5	Always	N/A
Air Transportation	Rarely	1	2	3	4	5	Always	N/A
Information Technology	Rarely	1	2	3	4	5	Always	N/A

14. Are there other infrastructure-related factors that affect your business – positively or negatively? *(Please specify)*

QUALITY OF LIFE:

15. The following quality of life items <u>help my ability</u> to develop a business in Northeast Ohio. *(Please rate each using the following scale.)*

Cost of living	Disagree	1	2	3	4	5	Agree	N/A
Commuting time	Disagree	1	2	3	4	5	Agree	N/A
Climate	Disagree	1	2	3	4	5	Agree	N/A
Cultural amenities	Disagree	1	2	3	4	5	Agree	N/A
Recreational amenities	Disagree	1	2	3	4	5	Agree	N/A
Diversity	Disagree	1	2	3	4	5	Agree	N/A

CONFIDENCE:

16. The overall economic health of the region is <u>strong</u>. *(Please rate using the following scale.)*

Disagree 1 2 3 4 5 Agree N/A

17. If you have <u>started a business</u> in the past five years, how <u>confident</u> are you that you will be able to sustain it? *(Please rate using the following scale.)*

Not Confident 1 2 3 4 5 Very Confident N/A

18. If you <u>would like to start a business</u>, how <u>confident</u> are you that you will be able to within the next five years? *(Please rate using the following scale.)*

Not Confident 1 2 3 4 5 Very Confident N/A

OPEN ENDED QUESTIONS/COMMENTS (OPTIONAL):

19. What are the advantages to starting and sustaining a business in Northeast Ohio?

20. What are the challenges or barriers to starting and sustaining a business in Northeast Ohio?

21. What resources are most needed in Northeast Ohio to assist entrepreneurs?

22. General comments or observations regarding the entrepreneurial climate in Northeast Ohio:

DEMOGRAPHICS (OPTIONAL):

23. Please identify your age group: [single select drop down]

- 24 years and under
- 25-34
- 35-44
- 45-64
- 65 years and over

24. What is your gender? [single select drop down]
- Male
- Female

25. What is your race/ethnicity?
- [Single select drop-down to include: White; Black/African American; Hispanic/Latino; American Indian or Alaska Native; Asian; Native Hawaiian or Other Pacific Islander; Other]

26. How long have you lived in Northeast Ohio?

- [Single select drop-down to include: My entire life; Raised in Northeast Ohio, moved away as an adult, and then returned to Northeast Ohio more than 10 years ago; Raised in Northeast Ohio, moved away as an adult, and then returned to Northeast Ohio 5 to 10 years ago; Raised in Northeast Ohio, moved away as an adult, and then returned to Northeast Ohio within last 5 years; Relocated to Northeast Ohio more than 10 years ago; Relocated to Northeast Ohio 5 to 10 years ago; Relocated to Northeast Ohio within the last 5 years; Do not currently live in Northeast Ohio]

27. Where is the primary location of your business?

- Zip code

28. What industry are you currently affiliated with? ***(Select one. If you choose "Other", please use the empty text box to specify.)***

- [Single select drop-down to include: Aerospace & Defense; Agriculture; Automotive & Transport; Banking; Bioscience; Business Products & Serv.; Chemicals; Computer Hardwr/Softwr/Serv.; Construction; Consumer Products & Serv.; Education; Electronics; Energy & Utilities; Environmental Serv. & Equip.; Financial Services; Food & Beverages; Health Care; Industrial Manufacturing; Insurance; Leisure; Media & Entertainment; Medical; Metals & Mining; Pharmaceuticals; Real Estate; Retail; Security Products & Serv.; Telecommunications; Transport Services; Other]