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BERLAND

# CIVIC VENTURES: *Entrepreneurship Survey*

## Topline Results

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## METHODOLOGY OVERVIEW: ONLINE SURVEY OF POTENTIAL ENTREPRENEURS

From Sept. 14 to 28, 2011, Penn Schoen Berland conducted 400 online interviews with adults between the ages of 44 and 70 who live in the United States and express interest in starting their own business or nonprofit venture in the next 5 to 10 years (*Potential Entrepreneurs*). This included 193 *Potential Encore Entrepreneurs* who expressed interest in starting a venture that would have a positive social impact. The margin of error for the total sample is  $\pm 4.9$  percent at the 95 percent confidence level and larger for sub-groups. This survey was part of a broader research effort by Civic Ventures that included a survey of 1,000 adults between the ages of 44 and 75 who live in the United States, conducted by telephone from June 16, 2011 to June 30, 2011. This research was funded by MetLife Foundation.

- To read the news release, [click here](#).
- To read the research brief, *Encore Entrepreneurs: Creating Jobs, Solving Problems*, [click here](#).
- To read about the research methodology, [click here](#).

Audience	Sample Size	Margin of Error
Potential Entrepreneurs, including:	400	+/- 4.9%
Potential Encore Entrepreneurs	193	+/- 7.05%

## FULL SURVEY RESULTS

To be sure we are interviewing a wide range of people, could you please enter your age?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
44-50	39	40
51-55	31	29
56-60	15	14
61-62	5	4
63-65	5	5
66-70	6	7

Questions about work and retirement have gotten more complicated. For example it would not be unusual for someone to say they are retired but also working two jobs. Do you consider yourself retired, or not?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Yes, retired	16	19
No, not retired	81	79
Don't know	3	2

Have you ever retired from your main job or type of work?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Yes, retired from main job	9	11
No, never retired from main job	86	83
Never worked for pay	1	2
Homemaker	3	3
Don't know	1	1

Are you currently working either for pay, as a volunteer, for a stipend, for some other compensation such as housing or health care benefits, or are you self-employed?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
For pay	46	46
Self-employed	19	20
As a volunteer without pay	4	5
For other compensation	2	2
For a stipend	1	3
Not working or homemaker	26	22
Don't know	1	1

Which one of these, if any, best describes the area in which you work?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
For-profit business	45	36
Other	21	20
Non-profit organization	11	12
Health care	10	17
Education	8	9
Government agency	4	4
Don't know	1	2

Is the primary motivation of the company or organization you work for to make a profit or to help people or serve a social good such as educating people, taking care of people, or improving the community?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Mission primarily to make a profit	74	64
Mission primarily to serve social good	17	26
Don't know	8	10

Are you retired, a homemaker, a student, unemployed and looking for work, disabled, or something else?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Unemployed and looking for work	43	31
Disabled	21	22
Retired	20	23
Homemaker	13	16
Something else	3	5
Student	1	3
Don't know	0	0

On average, how many hours per week are you working? <i>Showing Mean</i>	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
	35.20	34.80

Even though you have retired from your main job or type of work, do you think there is any chance that you will go back to work for pay at another job, that is, a job other than the one that you retired from?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Yes	53	40
No	16	26
Don't know	31	34

After you retire from your main job or type of work, do you plan to work for pay at another job, that is, a job other than the one that you retire from?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Yes	50	55
No	21	23
Don't know	28	22

Which two or three of the following best describe the main reason why you might go back to work for pay?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
I want to do something I would enjoy	74	80
I need the income	63	40
I want to stay active and productive	58	60
I want to help others, help my community, or make a difference	39	40
I want to pursue a new challenge	29	39
I want to stay involved with other people	15	41
I need to maintain benefits	0	0
Other	0	0
Don't know	0	0

How interested would you be in starting your own business or nonprofit venture in the next 5 to 10 years?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Very interested	70	76
Somewhat interested	30	24
Not too interested	0	0
Not at all interested	0	0
Not interested because I started a business or nonprofit venture in the past 5 years	0	0
Don't know	0	0

At this point, how likely is it that you will start a business or a nonprofit venture within the next 5 to 10 years?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
10: very likely	26	34
9	9	11
8	12	9
7	16	15
6	11	13
5	13	10
4	2	2
3	3	2
2	3	2
1	0	0
0: not at all likely	1	1
Don't know	3	1

How interested are you or would you be in working in...?	Potential Entrepreneurs (%)		Potential Encore Entrepreneurs (%)	
	Extremely interested	Interested/Not interested	Extremely interested	Interested/Not interested
Health care	11	31/42	19	43/38
Government	7	29/41	11	34/39
Not-for-profit organizations	19	45/37	34	69/24
Education	12	33/46	19	46/40
Faith-based organizations	14	31/37	26	51/32

“People have many different ideas about what to do after they finish their midlife work. One path some people choose is to continue working (either full time, part time, part year or in other flexible arrangements) but in different work that lets them use their experience and skills to help people in their communities or the broader world – for instance, working for a nonprofit organization or the government, or in teaching or healthcare. People may choose this path just because it is something they want to do or because they need to continue working for financial reasons, but this lets them give back to society.”

- Please indicate how interested you would be in taking this route using a scale from zero to 10, on which a 10 means you would be very likely to consider this route for yourself, and zero means you would have no interest in doing this. You may use any number from zero to 10. If what you just read sounds like what you are doing now, please indicate this.

	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
10: very likely to consider	21	30
9	8	11
8	15	13
7	14	15
6	8	6
5	15	9
4	1	1

3	2	0
2	1	0
1	0	0
0: no interest at all	5	4
Sounds like what I am doing now	7	9
Don't know	3	0

Which is closer to your view?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
This type of path sounds like a non-paying, volunteer position that is unlikely to result in more financial security in the future	31	27
This type of path sounds like a paying job that is likely to result in more financial security in the future	51	58
Don't know	18	16

What would your primary purpose in starting your own business or nonprofit be?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
To make enough money to support myself and my family	35	24
To work for myself or fulfill a lifelong ambition	33	24
To meet a need in my community or provide a service to others	19	40
To meet a social challenge	4	7
Something else	4	3
To make a lot of money that I can leave to my heirs	3	1
Don't know	1	0

How important would it be that the business or nonprofit venture would have a positive social impact on society?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Very important	43	89
Somewhat important	41	11
Not very important	7	0
Not at all important	5	0
Don't know	4	0

IF ENCORE ENTREPRENEUR: Which of these issues would you like your business or nonprofit venture to focus on? Please select up to three issues.	Potential Encore Entrepreneurs (N=92) (%)
Social services	37
Poverty alleviation	28
At-risk youth	24
Economic development	24
Healthcare	24

Environment	19
Human rights or social justice	18
Religious or faith-based	16
Other education	14
Medical research	9
Other	9
Philanthropy or foundations	8
K-12 education	8
Arts and culture	6
Don't know	0

Would you see this work being local to your community, state or regional, national, or international?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Local to your community	51	56
State or regional	14	11
National	12	12
International	9	10
Don't know	15	11

How easy or difficult do you think it would be to start a business or nonprofit venture?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Very easy	5	9
Somewhat easy	16	17
Somewhat difficult	49	45
Very difficult	24	23
Don't know	5	6

Why haven't you already started your own business or nonprofit venture? What is standing in your way? Please select all that apply.	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Do not feel secure enough financially to start a business or a nonprofit venture in this economy	54	52
Would not be able to obtain adequate investment or financing to start a business or nonprofit venture	42	47
Do not have the appropriate advice/ support system	28	28
Do not have the proper information	22	21
Do not know which industry I would want to enter	17	13
Do not have the time to explore a business or a nonprofit venture	12	11
Would not be able to obtain affordable health care coverage	12	13
Do not have enough interest to seriously consider starting a business or a nonprofit venture	5	3

Other	13	13
Don't know	2	2

IF PURPOSE OF VENTURE IS TO MAKE MONEY/FULFILL LIFELONG AMBITION: In which of the following industries would your business or nonprofit venture most likely be?	Potential Entrepreneurs (N=286) (%)	Potential Encore Entrepreneurs (N=95) (%)
Retail	17	18
Consulting	12	10
Food/Dining	9	7
Community service	7	10
Education	6	8
Technology	6	8
Construction	4	7
Agriculture	3	4
Financial services	2	2
Manufacturing	2	0
Media	2	1
International development/business	1	1
Legal	0	1
Other	16	17
Don't know	12	6

How many employees would you expect your business or nonprofit venture to employ within its first five years?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
0	9	3
1-2	28	21
3-5	23	28
6-10	14	20
11-15	5	7
16-20	4	3
21-25	2	3
25+	4	6
Don't know	11	10

What role would you like to have in your business or nonprofit venture?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
I want to run the business or the nonprofit venture, and be involved heavily in the daily operations	78	79
I want to have oversight, but would hire people to run the business or the nonprofit venture day to day	15	16
I only want to finance the business or the nonprofit, and would hire someone else to manage it	2	3
Don't know	5	2



How many hours per week, on average, would you expect to work at this new business or nonprofit venture during its first year?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Less than 10 hours	1	2
11-20 hours	11	11
21-30 hours	16	14
31-40 hours	23	21
More than 40 hours	43	47
Don't know	6	4

Would you want your business or nonprofit venture to be a sole proprietorship, a partnership, or a corporation?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Sole proprietorship	47	41
Corporation	18	21
Partnership	14	14
No preference	11	13
Don't know	11	11

How long would you expect to remain involved with your business or nonprofit venture?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Less than one year	0	0
1-2 years	0	0
3-5 years	8	8
6-10 years	28	26
11-15 years	18	18
16-20 years	13	12
More than 20 years	21	28
Don't know	12	9

How much would you have to be able to draw in compensation per year for you to consider it worthwhile?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Less than \$12,500	7	10
\$12,500 - \$19,999	10	8
\$20,000 - \$29,999	10	12
\$30,000 - \$37,499	9	10
\$37,500 - \$44,999	5	5
\$45,000 - \$59,999	19	23
\$60,000 - \$72,499	11	8
\$72,500 - \$89,999	4	3
\$90,000 - \$124,999	5	4
\$125,000 - \$149,999	3	3
\$150,000 - \$249,999	2	1
\$250,000 or more	3	4
Don't know	12	12

For each of the following, please indicate how important a factor it would be for you personally when deciding whether to start a business or a nonprofit venture	Potential Entrepreneurs (%)		Potential Encore Entrepreneurs (%)	
	Very important	Important/Not important	Very important	Important/Not important
It allows you to stay active and productive	72	97/3	80	98/2
It allows you to work on something you are passionate about	71	95/5	84	99/1
It provides a sense of meaning and a feeling of accomplishment	69	94/6	83	98/2
It allows you to put the skills and talents you've learned to use	68	95/5	76	98/2
It allows you to be your own boss	64	92/8	60	89/10
It allows you greater control over your time, including the flexibility to take time off when you need to	58	89/10	53	88/11
It offers financial security in the later years of life	58	88/11	53	83/16
It allows you to have a positive impact on your community	55	83/17	80	97/3
It provides an opportunity to work and be engaged with other people	54	88/12	70	97/3
It fulfills a lifelong ambition	54	84/16	66	91/9
It allows you to be in control and be the key decision-maker	52	87/13	48	85/16
There is a strong financial upside if the business or the nonprofit succeeds	51	83/15	51	81/19
It allows you to add continued income to your pension or Social Security benefits	47	80/20	43	78/22
It provides a better financial opportunity than other jobs	43	76/23	43	72/26
It helps your community by creating jobs	41	73/25	55	90/9
It is the best way to ensure you are working in the current job market	33	67/31	33	63/35
It answers a spiritual calling	28	54/44	44	73/25
It allows you to delay taking Social Security or drawing down other retirement assets	26	56/42	28	59/38
It qualifies you for tax breaks	26	60/39	26	61/38
It allows you to be a community leader	20	52/47	30	64/35

As you consider starting your own business or nonprofit venture, how concerned are you that...?	Potential Entrepreneurs (%)		Potential Encore Entrepreneurs (%)	
	Very concerned	Concerned/Not concerned	Very concerned	Concerned/Not concerned
You won't be able to secure financing for the business or the nonprofit venture	39	70/30	43	75/24
You will lose money	28	62/37	24	61/39
Navigating through regulations and obtaining licenses will be too complicated	26	58/41	27	58/40
The business or the nonprofit venture will fail	24	54/45	23	54/44

You won't be able to afford your own health insurance	23	54/45	22	57/42
It is too risky to start a business or a nonprofit in this economy	22	61/37	19	61/38
It won't provide the level of income you need	19	56/44	17	49/50
You can't afford the time or money needed for the necessary training or education	18	48/52	17	47/52
You don't have the expertise to start a business or a nonprofit venture	17	52/48	15	51/48
You don't have the right idea for the business or the nonprofit venture	14	42/57	11	42/57
You don't have enough management experience to run a successful business or a nonprofit venture	13	37/62	10	35/65
It is too risky to start a business or a nonprofit venture at this stage in your life	12	44/55	9	44/55
Your health or physical condition will make it difficult to start a business or a nonprofit	10	32/67	9	32/67
You won't be working long enough to see your business or nonprofit venture succeed	10	31/69	9	30/69
It will be too time-consuming	10	33/66	9	31/69
It will be too stressful	10	36/62	9	36/64

What outside resources would you turn to for advice when planning to start your own business or nonprofit venture? Please select all that apply.	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
A government agency or program	43	51
A local small business counselor	42	39
Your spouse	34	30
A financial advisor	34	36
A program with a nonprofit organization	28	41
Your children/ family members	27	28
A program through local schools, colleges, or universities	26	30
Neighbor / friends	25	27
A spiritual advisor	14	25
A teacher/professor	11	13
Don't know	7	6
Other	6	6
None of the above	5	3

How helpful do you think each of the following would be to your entrepreneurial efforts?	Potential Entrepreneurs (%)		Potential Encore Entrepreneurs (%)	
	Very helpful	Helpful/Not helpful	Very helpful	Helpful/Not helpful
Tax incentives for small businesses or nonprofit ventures	48	85/13	54	89/9
Financing and other assistance through government agencies such as the Small Business Administration	46	79/18	53	83/15

Local nonprofit organizations aimed at promoting entrepreneurship	39	77/19	50	83/15
A startup or business coach	38	76/20	45	81/16
Entrepreneurship workshops and seminars	37	78/18	45	86/12
Private nonprofit awards, contests and other financing assistance	31	65/32	39	76/23
Community college classes in business or nonprofit management, or other similar courses	29	69/29	33	74/25
Spiritual or religious organization programs	19	47/47	31	64/32
A business incubator with shared back office services	15	51/36	19	59/29

How much capital (in terms of dollars) do you think you would need to launch this business or nonprofit venture?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Less than \$10,000	23	20
\$10,000 - \$25,000	26	26
\$25,001 - \$50,000	20	21
\$50,001 - \$100,000	13	11
\$100,001 - \$500,000	10	14
More than \$500,000	4	6

Where would you turn for help funding your business or nonprofit venture? Please select all you would consider.	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Government grant programs	54	63
Personal savings	47	47
Nonprofit or NGO grant programs	43	55
Banks or credit unions	38	36
Family members	22	23
Venture capital firm	19	21
Friends	16	21
Business acquaintances	15	18
Colleagues	8	11
Other	4	5
None of the above	6	2

How easy or difficult do you think it would be to obtain funding from each of the following sources to start your business or nonprofit venture?	Potential Entrepreneurs (%)		Potential Encore Entrepreneurs (%)	
	Very easy	Easy/Difficult	Very easy	Easy/Difficult
Family members	5	23/67	6	24/66
Banks or credit unions	4	21/72	5	23/72
Business acquaintances	4	18/69	4	22/68
Government grant programs	3	29/57	5	37/53
Friends	3	19/71	5	23/68
Nonprofit or NGO grant programs	2	24/56	4	31/54
Colleagues	2	16/69	4	21/66
Venture capital firm	2	14/72	3	19/67

What would be the biggest obstacle in obtaining financing from a bank or credit union?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Your credit history	25	25
Your income	18	21
Obtaining a low interest loan	16	17
Your total debt	9	7
Finding a trustworthy lender	8	10
Obtaining a fixed-rate loan	4	4
Finding a co-signer	3	2
Other	6	7
Don't know	12	6

Do you think it would be easier or harder to obtain financing today compared to three years ago?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Easier	4	3
About the same	18	19
Harder	74	75
Don't know	4	3

How easy or difficult would you say it is for businesses and nonprofits to stay in business today?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Very easy	2	4
Somewhat easy	6	10
Somewhat difficult	50	47
Very difficult	38	37
Don't know	4	2

What is more important to you at this point in your life?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Feeling financially secure	57	46
Working in a job that is personally rewarding	26	26
Having a positive impact on society	14	25
Don't know	3	3

Now thinking about the current economic climate, would you say it is a very good time, a somewhat good time, not a very good time, or not at all a good time to start a business or a nonprofit venture?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
A very good time	10	18
Somewhat a good time	31	35
Not a very good time	38	35
Not at all a good time	15	9
Don't know	5	4

Considering the current economic climate, would you say people your age are more or less likely to start their own business or nonprofit venture than they were in the past?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
More likely	29	32
Less likely	59	58
Don't know	12	10

Considering the current economic climate, would you say you personally are more or less likely to start your own business or nonprofit venture than you were in the past?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
More likely	49	58
Less likely	35	31
Don't know	15	12

In general, do you think our economy is on the right track or is it off on the wrong track?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Right track	18	24
Wrong track	74	67
Don't know	9	9

Looking ahead one year, do you expect your personal financial situation to get...?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Much better	14	19
Somewhat better	33	37
Stay about the same	31	30
Somewhat worse	11	6
Much worse	7	5
Don't know	4	2

Over the past three years, has your personal financial situation...?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Improved a great deal	4	8
Improved somewhat	20	20
Stayed about the same	28	29
Worsened somewhat	23	18
Worsened a great deal	25	24
Don't know	1	0

How concerned are you that you will not have enough income in retirement? Are you...?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Very concerned	52	48
Somewhat concerned	32	35
Not very concerned	11	10
Not at all concerned	4	7
Don't know	1	0

How important is it for you personally to leave the world a better place?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Very important	52	72
Somewhat important	36	25
Not very important	7	2
Not at all important	3	1
Don't know	2	1

Approximately, how many years of work experience do you have? <i>Showing Mean</i>	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
	31.00	31.00

Approximately, how many years of community involvement experience do you have? <i>Showing Mean</i>	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
	11.90	15.30

In which, if any, of the following industries have you worked? Please select all that apply.	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Service	34	40
Manufacturing	28	33
Healthcare	23	33
Non-profit	23	32
Other	23	21
Education	20	26
Construction	19	20
Technology	19	20
Government	16	20
Financial services	14	13
Apparel	13	14
Telecommunications	13	12
Banking	10	11
Insurance	8	11
Legal	8	10
Agriculture	7	8
Energy	4	5
Mining	1	0
None of these	2	2
Don't know	0	0

Do you have any experience managing people?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Yes	85	87
No	15	12
Don't know	0	0

IF HAVE MANAGEMENT EXPERIENCE: Approximately, how many years of experience managing people do you have? <i>Showing Mean</i>	Potential Entrepreneurs (N=340) (%)	Potential Encore Entrepreneurs (N=168) (%)
	15.10	15.00



What was the largest number of employees you had working under your direct management? If you have had multiple management roles, please choose the response that represents the most employees you had under your direct management.	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
1-2	7	6
3-5	17	14
6-10	23	28
11-15	15	11
16-20	10	10
21-25	8	6
More than 25	20	23
Don't know	1	2

Please indicate your highest proficiency level for each of the following areas. Would you say your proficiency level is...	Potential Entrepreneurs (%)		Potential Encore Entrepreneurs (%)	
	Advanced	Experience/No experience	Advanced	Experience/No experience
Team leadership and organizational management	30	67/34	36	68/32
Office administration	29	67/33	37	73/27
Operations (may include operations analysis, performance management, coordination planning, and management)	26	56/44	26	63/37
Strategy development and management	25	57/43	22	63/36
Human resources (may include policies, systems and structures, staff development leadership coaching)	24	55/45	27	57/43
Human services (may include counseling, advising, teaching, life coaching)	23	52/48	31	63/37
Program or project management (may include planning and deploying a program or process, change initiative, new venture, or expansion plan)	21	53/47	26	69/31
Financial planning and management (may include accounting, business processes cash flow forecasting)	20	53/47	26	67/33
Process improvement	20	51/49	23	61/39
Sales/business development/fundraising	19	47/52	20	49/51
The arts (may include visual, written and spoken applied arts, as well as creative and performing arts)	19	46/54	23	49/52
Marketing, communications and brand strategy (may include writing and creative design)	18	42/57	24	44/56
Research and evaluation (market research, program evaluation)	17	43/58	20	44/55
Information technology (may include	14	44/56	16	43/56

hardware, software, network architecture database design)				
Technical specialist (engineering, statistics)	13	35/64	16	41/60
Legal and risk management (may include contracts, tax, employment, structure intellectual property)	12	36/64	16	42/58
Construction and maintenance (may include carpentry, electrical wiring, custodial work, and plumbing)	12	28/72	12	29/71
Manufacturing and processing (may include printing, metalworking, plant operation and welding)	12	33/67	13	40/59
Partner development and constituent outreach	7	28/73	6	32/69

Do you know people who have started their own business or nonprofit venture?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Yes	75	83
No	22	13
Don't know	3	4

Have you ever started your own business, nonprofit, or other entrepreneurial venture or gone into business for yourself?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Yes	43	49
No	56	49
Don't know	1	1

How successful is/was this venture?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Very successful	25	31
Somewhat successful	48	47
Not very successful	22	18
Not at all successful	5	4
Don't know	0	1

IF HAVE STARTED OWN VENTURE: Are you still actively involved with this venture?	Potential Entrepreneurs (N=174) (%)	Potential Encore Entrepreneurs (N=95) (%)
Yes	32	30
No	67	69
Don't know	1	1

What is your gender?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Male	52	50
Female	48	50

IF EMPLOYED: How would you describe the work you do?	Potential Entrepreneurs (N= 291) (%)	Potential Encore Entrepreneurs (N=148) (%)
White collar professional, like a doctor, lawyer, nurse, IT/computer, marketing, realtor, clergy, or business person	35	31
Blue collar/trade worker, like carpenter, electrician, trucker, farming, fishing, manufacturing worker, retail, security guard, foodservice/waiter	23	19
White collar office or support person, like a secretary, assistant, receptionist	21	23
White collar government, law enforcement, or education	9	10
Fine arts, like artist, singer, dancer, actor	3	3
Military	0	0
Other	8	11
Don't know	2	3
Are you currently single and never married, married or in a domestic or civil union, separated, widowed, divorced, or have an unmarried partner?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Married or domestic/civil union	57	56
Single and never married	16	18
Divorced	16	16
Separated	3	3
Widowed	3	3
Unmarried partner	5	4
Don't know/refused	0	0

Which of the following is the best way to describe the area where you live? A city, a suburb, a small town, or a rural area?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
City	26	27
Suburb	46	48
Small town	13	10
Rural area	14	15
Don't know	0	0

What is the last grade that you completed in school?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Less than high school	3	6
High school graduate	17	13
Some college	25	23
Technical school	6	6
College graduate	34	34
Post-college / Graduate school	15	17
Don't know	0	0

Since you left school, have you completed adult education or training courses?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Yes	59	61
No	40	38
Don't know	1	1

Do you consider yourself a strong Democrat, a strong Republican, do you lean towards Democrats, lean towards Republicans, or are you an Independent?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Strong Democrat	17	21
Lean Democrat	20	21
Lean Republican	13	12
Strong Republican	14	14
Independent	28	24
Don't know	8	7

For statistical purposes only, would you please indicate which of the following best describes your total household income from all sources in 2010?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Less than \$12,500	5	7
\$12,500 - \$19,999	7	7
\$20,000 - \$29,999	11	14
\$30,000 - \$37,499	9	10
\$37,500 - \$44,999	8	8
\$45,000 - \$59,999	14	12
\$60,000 - \$72,499	11	11
\$72,500 - \$89,999	9	9
\$90,000 - \$124,999	12	9
\$125,000 - \$149,999	6	6
\$150,000 - \$249,999	4	5
\$250,000 or more	1	1
Don't know	3	2

For statistical purposes only, which of the following best describes your total amount of household assets? Please include all investable assets like savings, stocks or bonds, and retirement accounts but do not include any property value, like your home.	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Less than \$10,000	27	27
\$10,000 - \$24,999	10	9
\$25,000 - \$49,999	9	15
\$50,000 - \$74,999	6	5
\$75,000 - \$99,999	5	4
\$100,000 - \$149,999	7	7
\$150,000 - \$199,999	3	4
\$200,000 - \$299,999	6	5
\$300,000 - \$499,999	8	10
\$500,000 - \$749,999	2	3
\$750,000 - \$999,999	2	2
\$1 million to \$2 million	2	2
\$2 million or more	2	1
Don't know	10	7

Do you rent or do you own the house or apartment where you currently live?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Rent	31	37
Own	67	60
Don't know	2	3

Would you say that your health is...?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Excellent	16	20
Very good	37	34
Good	29	30
Fair	11	11
Poor	5	5
Don't know / Refused	1	1

Do you currently have health insurance from a non-government provider?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Yes	53	51
No	46	48
Don't know	1	1

<b>IF NO PRIVATE HEALTH INSURANCE: Have you elected to participate in any of these programs for yourself and/or your family?</b>	<b>Potential Entrepreneurs (N=182) (%)</b>	<b>Potential Encore Entrepreneurs (N=92) (%)</b>
Medicare	23	28
Medicaid	13	15
Another government- sponsored health program	9	14
None of the above	60	54
Don't know	4	4

<b>At what age do you expect to start collecting your Social Security retirement benefits or have you already started collecting these benefits?</b>	<b>Potential Entrepreneurs (%)</b>	<b>Potential Encore Entrepreneurs (%)</b>
62	16	12
63	1	1
64	2	2
65	14	15
66	4	4
67	9	11
Older than 67	23	25
Already collecting my Social Security	14	15
Don't know	18	16

<b>IF ALREADY COLLECTING SOCIAL SECURITY: At what age did you start to collect your Social Security retirement benefits?</b>	<b>Potential Entrepreneurs (N=56) (%)</b>	<b>Potential Encore Entrepreneurs (N=29) (%)</b>
62	13	10
63	9	6
64	11	16
65	12	12
66	11	13
67	0	0
Older than 67	0	0
Other	44	43
Don't know	0	0

<b>From which of the following do you expect to obtain retirement benefits? Please indicate all that apply.</b>	<b>Potential Entrepreneurs (%)</b>	<b>Potential Encore Entrepreneurs (%)</b>
Social Security	74	71
My personal retirement savings obtained outside the work place	38	36
Employer-sponsored retirement plans, such as a 401k or 403b	32	33
My employer's pension plan or my spouse's employer's pension plan	30	34

Other	3	1
None	5	6
Don't know	5	7

In recent years, how often would you say you have been doing volunteer work?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
At least once per week	17	26
A few times per month	18	25
A few times per year	23	22
Less often than that	17	14
Never	22	11
Don't know/refused	2	3

Did you immigrate to the United States from another country?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Yes	7	7
No	92	91
Don't know	1	1

What is your religion?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Protestant and other Christian non-Catholic (Baptist, Methodist, Episcopalian, Lutheran, Presbyterian, Pentecostal, Mormon/Latter-Day Saints, Greek Orthodox, Russian Orthodox, etc.)	48	50
Catholic, Roman Catholic	24	22
None, atheist, agnostic, don't believe in God, don't believe in organized religion	7	5
Jewish	4	4
Hindu	1	1
Buddhist	1	1
Muslim	0	0
Other	7	9
Don't know/refused	9	8

How important is your faith or general spirituality in guiding the decisions you make in your life?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Very important	49	61
Somewhat important	29	24
Not too important	11	7
Not at all important	9	7
Don't know	2	1

For statistical purposes only, would you please indicate whether you are from a Hispanic or Spanish-speaking background?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
Yes	7	7
No	93	92
Don't know	1	1

For statistical purposes only, can you please indicate your race?	Potential Entrepreneurs (%)	Potential Encore Entrepreneurs (%)
White	81	73
Black	14	22
Asian	2	2
Mixed race	2	1
Other	1	0
Don't know	0	1