



IPSOS PUBLIC AFFAIRS: ENTREPRENEUR MAGAZINE POLL
07-28-2016

These are findings from an Ipsos poll conducted August 25-26, 2016. For the survey, a sample of roughly 1,007 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2015 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents (see link below for more info on Ipsos online polling "Credibility Intervals"). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=2,010, DEFF=1.5, adjusted Confidence Interval=5).

For more information about Ipsos online polling methodology, please go here <http://goo.gl/yJBkuf>

Q1. How much do you personally identify with the term "entrepreneur"? Please rate using a scale from 1-10, with 1 being 'strongly identify' and 10 being 'do not at all identify'

| | Total | Male | Female |
|--|--------------|-------------|---------------|
| Strongly identify (Net top 3) | 22% | 29% | 16% |
| 1 | 12% | 16% | 8% |
| 2 | 3% | 4% | 2% |
| 3 | 7% | 9% | 5% |
| 4 | 6% | 6% | 5% |
| 5 | 10% | 12% | 7% |
| 6 | 6% | 6% | 6% |
| 7 | 7% | 8% | 7% |
| 8 | 12% | 11% | 12% |
| 9 | 9% | 7% | 11% |
| 10 | 29% | 21% | 36% |
| Do not at all identify (Net bottom 3) | 50% | 39% | 60% |

Q2_1. Thinking about businesses generally, to what extent do you consider the following a failure, with 1 being "a total failure" and 7 being "not a failure at all"? – Business Bankruptcy

| | Total | Entrepreneur | Not an Entrepreneur |
|---|--------------|---------------------|----------------------------|
| Not a failure at all (Net top 2) | 10% | 13% | 8% |

| | | | |
|-------------------------------------|------------|------------|------------|
| 7 | 6% | 6% | 5% |
| 6 | 4% | 7% | 3% |
| 5 | 7% | 7% | 4% |
| 4 | 10% | 15% | 8% |
| 3 | 14% | 15% | 12% |
| 2 | 20% | 22% | 20% |
| 1 | 32% | 25% | 37% |
| Total failure (Net bottom 2) | 52% | 47% | 57% |
| Don't know | 7% | 3% | 10% |

Q2_2. Thinking about businesses generally, to what extent do you consider the following a failure, with 1 being “a total failure” and 7 being “not a failure at all”? – Having to sell property/belongings

| | Total | Entrepreneur | Not an Entrepreneur |
|---|------------|--------------|---------------------|
| Not a failure at all (Net top 2) | 13% | 19% | 10% |
| 7 | 7% | 13% | 5% |
| 6 | 7% | 6% | 5% |
| 5 | 14% | 12% | 13% |
| 4 | 20% | 17% | 22% |
| 3 | 20% | 14% | 22% |
| 2 | 15% | 17% | 15% |
| 1 | 11% | 17% | 9% |
| Total failure (Net bottom 2) | 26% | 34% | 24% |
| Don't know | 7% | 4% | 9% |

Q2_3. Thinking about businesses generally, to what extent do you consider the following a failure, with 1 being “a total failure” and 7 being “not a failure at all”? – Having to lay-off employees

| | Total | Entrepreneur | Not an Entrepreneur |
|---|------------|--------------|---------------------|
| Not a failure at all (Net top 2) | 11% | 14% | 10% |
| 7 | 6% | 6% | 5% |
| 6 | 5% | 8% | 5% |
| 5 | 14% | 17% | 12% |
| 4 | 21% | 22% | 19% |
| 3 | 20% | 16% | 21% |
| 2 | 14% | 10% | 16% |
| 1 | 12% | 17% | 12% |
| Total failure (Net bottom 2) | 26% | 26% | 28% |
| Don't know | 8% | 4% | 10% |

Q2_4. Thinking about businesses generally, to what extent do you consider the following a failure, with 1 being “a total failure” and 7 being “not a failure at all”? – Having to close physical business locations (stores, offices, etc.)

| | Total | Entrepreneur | Not an Entrepreneur |
|--|-------|--------------|---------------------|
|--|-------|--------------|---------------------|

| | | | |
|---|------------|------------|------------|
| Not a failure at all (Net top 2) | 14% | 20% | 12% |
| 7 | 8% | 14% | 7% |
| 6 | 6% | 7% | 5% |
| 5 | 11% | 11% | 9% |
| 4 | 18% | 17% | 18% |
| 3 | 22% | 18% | 24% |
| 2 | 15% | 13% | 17% |
| 1 | 12% | 16% | 11% |
| Total failure (Net bottom 2) | 27% | 29% | 28% |
| Don't know | 7% | 4% | 9% |

Q2_5. Thinking about businesses generally, to what extent do you consider the following a failure, with 1 being “a total failure” and 7 being “not a failure at all”? – Having to discontinue a failing product to keep the rest of the business going

| | Total | Entrepreneur | Not an Entrepreneur |
|---|--------------|---------------------|----------------------------|
| Not a failure at all (Net top 2) | 35% | 37% | 35% |
| 7 | 20% | 24% | 19% |
| 6 | 15% | 13% | 15% |
| 5 | 18% | 13% | 117% |
| 4 | 16% | 13% | 16% |
| 3 | 11% | 16% | 11% |
| 2 | 6% | 6% | 5% |
| 1 | 6% | 13% | 4% |
| Total failure (Net bottom 2) | 11% | 19% | 9% |
| Don't know | 8% | 2% | 11% |

Q2_6. . Thinking about businesses generally, to what extent do you consider the following a failure, with 1 being “a total failure” and 7 being “not a failure at all”? – Having to shift the focus of a business in order to continue

| | Total | Entrepreneur | Not an Entrepreneur |
|---|--------------|---------------------|----------------------------|
| Not a failure at all (Net top 2) | 31% | 36% | 28% |
| 7 | 16% | 23% | 13% |
| 6 | 15% | 12% | 15% |
| 5 | 20% | 14% | 20% |
| 4 | 21% | 19% | 22% |
| 3 | 10% | 11% | 11% |
| 2 | 5% | 7% | 6% |
| 1 | 4% | 8% | 2% |
| Total failure (Net bottom 2) | 9% | 15% | 8% |
| Don't know | 8% | 4% | 11% |

Q3_1. And thinking now about the person who owns the business, to what extent do you consider the following to be their personal failure, with 1 being “a total failure” and 7 being “not a failure at all”? – Business Bankruptcy

| | Total | Entrepreneur | Not an Entrepreneur |
|---|------------|--------------|---------------------|
| Not a failure at all (Net top 2) | 11% | 18% | 8% |
| 7 | 7% | 12% | 6% |
| 6 | 3% | 6% | 2% |
| 5 | 8% | 7% | 8% |
| 4 | 14% | 15% | 12% |
| 3 | 13% | 12% | 13% |
| 2 | 20% | 21% | 21% |
| 1 | 27% | 24% | 28% |
| Total failure (Net bottom 2) | 47% | 45% | 50% |
| Don't know | 6% | 4% | 8% |

Q3_2. And thinking now about the person who owns the business, to what extent do you consider the following to be their personal failure, with 1 being “a total failure” and 7 being “not a failure at all”? – Having to sell property/belongings

| | Total | Entrepreneur | Not an Entrepreneur |
|---|------------|--------------|---------------------|
| Not a failure at all (Net top 2) | 16% | 22% | 14% |
| 7 | 9% | 17% | 7% |
| 6 | 7% | 5% | 7% |
| 5 | 14% | 15% | 13% |
| 4 | 20% | 15% | 20% |
| 3 | 19% | 17% | 22% |
| 2 | 14% | 12% | 14% |
| 1 | 11% | 18% | 8% |
| Total failure (Net bottom 2) | 25% | 30% | 22% |
| Don't know | 6% | 2% | 8% |

Q3_3. And thinking now about the person who owns the business, to what extent do you consider the following to be their personal failure, with 1 being “a total failure” and 7 being “not a failure at all”? – Having to lay-off employees

| | Total | Entrepreneur | Not an Entrepreneur |
|---|------------|--------------|---------------------|
| Not a failure at all (Net top 2) | 14% | 17% | 13% |
| 7 | 8% | 11% | 7% |
| 6 | 6% | 6% | 6% |
| 5 | 15% | 11% | 14% |
| 4 | 22% | 23% | 23% |
| 3 | 18% | 18% | 18% |
| 2 | 15% | 12% | 14% |
| 1 | 11% | 15% | 10% |

| | | | |
|-------------------------------------|------------|------------|------------|
| Total failure (Net bottom 2) | 26% | 27% | 24% |
| Don't know | 6% | 4% | 7% |

Q3_4. And thinking now about the person who owns the business, to what extent do you consider the following to be their personal failure, with 1 being “a total failure” and 7 being “not a failure at all”? – Having to close physical business locations (stores, offices, etc.)

| | Total | Entrepreneur | Not an Entrepreneur |
|---|--------------|---------------------|----------------------------|
| Not a failure at all (Net top 2) | 13% | 16% | 11% |
| 7 | 8% | 12% | 6% |
| 6 | 6% | 5% | 5% |
| 5 | 15% | 15% | 13% |
| 4 | 22% | 19% | 22% |
| 3 | 19% | 13% | 23% |
| 2 | 14% | 17% | 14% |
| 1 | 11% | 17% | 9% |
| Total failure (Net bottom 2) | 26% | 34% | 23% |
| Don't know | 6% | 3% | 8% |

Q3_5. And thinking now about the person who owns the business, to what extent do you consider the following to be their personal failure, with 1 being “a total failure” and 7 being “not a failure at all”? – Having to discontinue a failing product to keep the rest of the business going

| | Total | Entrepreneur | Not an Entrepreneur |
|---|--------------|---------------------|----------------------------|
| Not a failure at all (Net top 2) | 34% | 33% | 34% |
| 7 | 19% | 24% | 19% |
| 6 | 14% | 9% | 15% |
| 5 | 21% | 16% | 20% |
| 4 | 17% | 16% | 17% |
| 3 | 11% | 12% | 11% |
| 2 | 6% | 8% | 6% |
| 1 | 5% | 11% | 3% |
| Total failure (Net bottom 2) | 11% | 19% | 9% |
| Don't know | 6% | 4% | 8% |

Q3_6. And thinking now about the person who owns the business, to what extent do you consider the following to be their personal failure, with 1 being “a total failure” and 7 being “not a failure at all”? – Having to shift the focus of a business in order to continue

| | Total | Entrepreneur | Not an Entrepreneur |
|---|--------------|---------------------|----------------------------|
| Not a failure at all (Net top 2) | 32% | 36% | 30% |
| 7 | 17% | 23% | 15% |
| 6 | 15% | 12% | 15% |
| 5 | 21% | 18% | 21% |
| 4 | 19% | 17% | 19% |

| | | | |
|-------------------------------------|------------|------------|------------|
| 3 | 11% | 8% | 12% |
| 2 | 7% | 10% | 7% |
| 1 | 4% | 8% | 3% |
| Total failure (Net bottom 2) | 11% | 18% | 10% |
| Don't know | 6% | 4% | 8% |

Q4_1. Imagine that you were hoping to start your own business. How much of a challenge, if at all, do you think each of following would be to starting the business? – Finding funding

| | Total | Entrepreneur | Not an Entrepreneur |
|------------------------|--------------|---------------------|----------------------------|
| Large challenge | 56% | 48% | 62% |
| Small challenge | 31% | 34% | 26% |
| Not a challenge at all | 6% | 12% | 5% |
| Don't know | 6% | 5% | 7% |

Q4_2. Imagine that you were hoping to start your own business. How much of a challenge, if at all, do you think each of following would be to starting the business? – Managing staff

| | Total | Entrepreneur | Not an Entrepreneur |
|------------------------|--------------|---------------------|----------------------------|
| Large challenge | 27% | 33% | 28% |
| Small challenge | 44% | 40% | 42% |
| Not a challenge at all | 24% | 23% | 24% |
| Don't know | 5% | 4% | 6% |

Q4_3. Imagine that you were hoping to start your own business. How much of a challenge, if at all, do you think each of following would be to starting the business? – Losing personal investment

| | Total | Entrepreneur | Not an Entrepreneur |
|------------------------|--------------|---------------------|----------------------------|
| Large challenge | 54% | 42% | 63% |
| Small challenge | 30% | 38% | 23% |
| Not a challenge at all | 9% | 14% | 5% |
| Don't know | 7% | 7% | 9% |

Q4_4. Imagine that you were hoping to start your own business. How much of a challenge, if at all, do you think each of following would be to starting the business? – Financial uncertainty

| | Total | Entrepreneur | Not an Entrepreneur |
|------------------------|--------------|---------------------|----------------------------|
| Large challenge | 55% | 49% | 62% |
| Small challenge | 33% | 40% | 25% |
| Not a challenge at all | 8% | 7% | 6% |
| Don't know | 5% | 4% | 7% |

Q4_5. Imagine that you were hoping to start your own business. How much of a challenge, if at all, do you think each of following would be to starting the business? – Fear of failure

| | Total | Entrepreneur | Not an Entrepreneur |
|------------------------|--------------|---------------------|----------------------------|
| Large challenge | 39% | 39% | 44% |
| Small challenge | 39% | 34% | 36% |
| Not a challenge at all | 17% | 21% | 13% |
| Don't know | 6% | 7% | 6% |

Q4_6. Imagine that you were hoping to start your own business. How much of a challenge, if at all, do you think each of following would be to starting the business? – Having a good idea for a business

| | Total | Entrepreneur | Not an Entrepreneur |
|------------------------|--------------|---------------------|----------------------------|
| Large challenge | 32% | 33% | 32% |
| Small challenge | 41% | 32% | 42% |
| Not a challenge at all | 22% | 31% | 19% |
| Don't know | 5% | 5% | 7% |

Q5. Which of the following is the best response to business failure?

| | Total | Entrepreneur | Not an Entrepreneur |
|------------------------------------|--------------|---------------------|----------------------------|
| Get a job working for someone else | 34% | 36% | 33% |
| Try again (same thing, but better) | 27% | 32% | 25% |
| Try again (something new) | 39% | 32% | 42% |