



THE STATE OF ENTREPRENEURSHIP IN THE UNITED STATES

2020 Research Study

SECOND
MUSE



METHODOLOGY

FIELDDED: 7/20 – 8/10/2020

US Entrepreneurs
n = 209



10-minute device agnostic survey

SecondMuse-supplied contacts
(n = 595 total contacts) and Ipsos panels

Open quotas

Ipsos panels defined US entrepreneurs as:

- >18 years old
- Employed full time, part time, or self-employed
- Working in an organization with less than 250 employees
- Working in an innovative environment or small business
- Organizational decision maker


GENDER	%
Male	65%
Female	35%

AGE	%
18-34	19%
35-44	26%
45-64	30%
65+	24%

REGION	%
Northeast	19%
Midwest	17%
South	35%
West	29%

ETHNICITY	%
White	68%
Black	10%
Asian	9%
Others/Decline	13%

EMPLOYMENT	%
Full-time	53%
Part-time	13%
Self-employed	35%



01. ENTREPRENEURS AND THE ECONOMY OF TOMORROW



THE AMERICAN ECONOMIC MODEL COULD BE IMPROVED

The current American economic model has both strengths and weaknesses, but entrepreneurs largely agree that the system could be improved

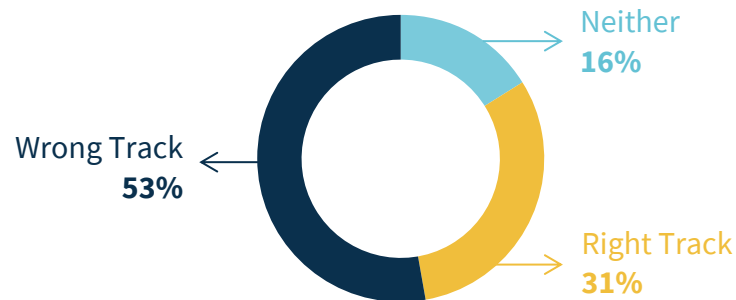
Two thirds of entrepreneurs don't think our economy is on the right track (69%)

Entrepreneurs are two times more likely to call the economy corrupt than they would say it is inclusive

32% describe our economy as **“Corrupt”**

17% describe our economy as **“Inclusive”**

DIRECTION OF THE ECONOMY





INCLUSIVITY AND EQUITY ARE CHALLENGES, AND ENTREPRENEURS PIVOT TO THEIR COMMUNITIES

Our current economic model creates an uneven playing field (72%)

- Entrepreneurs believe that the system increases corruption (60%) and wealth gaps (51%), creating an environment that makes it more difficult to be an entrepreneur
- More work also needs to be done to improve inclusivity (69%)

Reinforcing policies and practices that strengthen our local communities can help sustain and build our entrepreneurial system

72% believe our economy presents an **unlevel playing field**

89% believe **local, community-level coordination** is essential to entrepreneurial success



ENTREPRENEURS' DIFFICULTIES DIFFER BY DEMOGRAPHICS

Contrasts between subgroups of entrepreneurs highlight the imbalances in our current economy

Perceptions of inclusivity are lower among women (91% not 'very inclusive') and non-white (82% not 'very inclusive') entrepreneurs

Women are also more than twice as likely as men to say that it's very hard to secure local resources (16% vs. 6%)

91% of **women entrepreneurs** don't think our economy is very inclusive

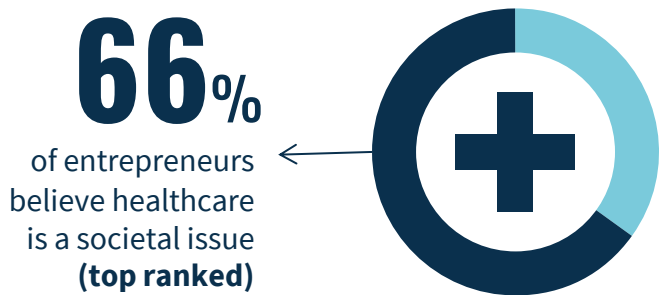
82% of **non-white entrepreneurs** don't think our economy is very inclusive



ACCESS TO CAPITAL AND HEALTHCARE WILL HELP

Improvements in how we manage our society (education, inclusivity, wealth gaps, healthcare) can trickle down to helping entrepreneurs

3 out of 10 (29%) entrepreneurs ranked access to capital / cash flow as their most critical need



MOST SUPPORTED MEASURES



#1

Capital
23%



#2

Education
18%



#3

Policy and
government
14%

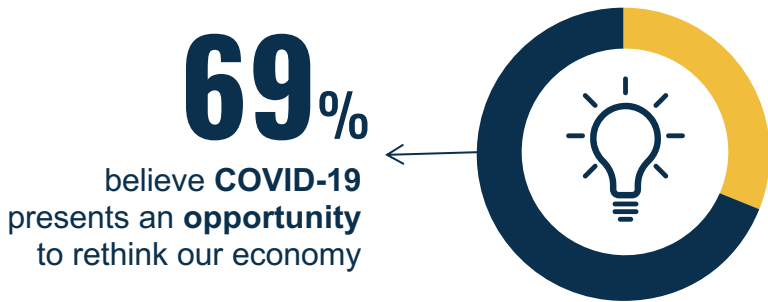


COVID-19 OFFERS AN OPPORTUNITY TO LEVEL THE PLAYING FIELD

Entrepreneurs believe that the economy is unprepared for COVID-19 and similar situations (67%), and express concern about their businesses' futures

Slightly less than half of the entrepreneurs surveyed have received no government aid (42%)

However, most entrepreneurs support an economy of the future (82%) and are ready to rethink our economy





02. DETAILED FINDINGS



CURRENT PERCEPTIONS

Entrepreneurs are twice as likely to describe the current economy as “**corrupt**” rather than “**inclusive**,” “**stable**,” or “**fair**”

DESCRIPTORS OF CURRENT ECONOMY

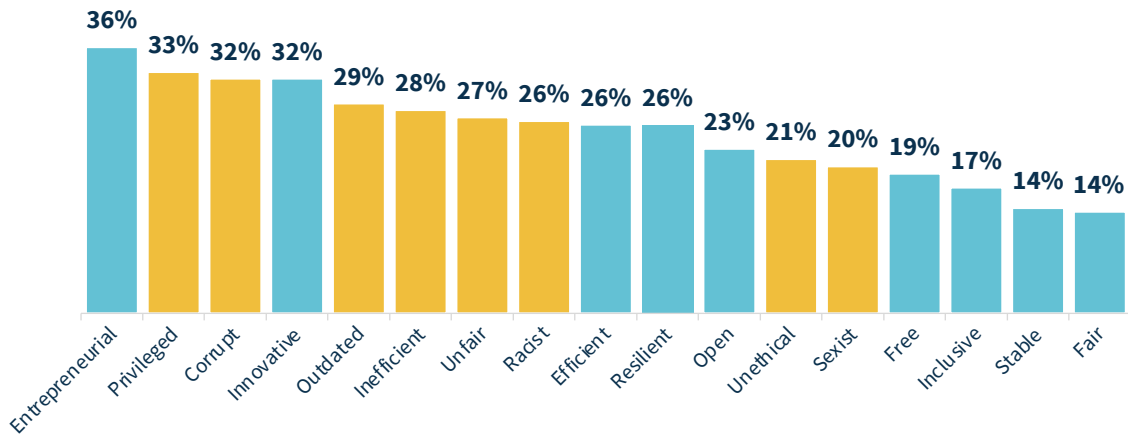
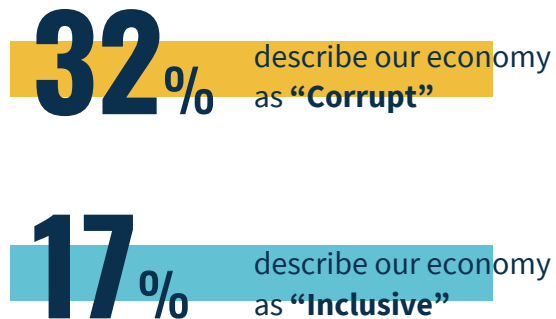




CURRENT PERCEPTIONS

Entrepreneurs are twice as likely to describe the current economy as **“corrupt”** rather than **“inclusive,” “stable,” or “fair”**

DESCRIPTORS OF CURRENT ECONOMY

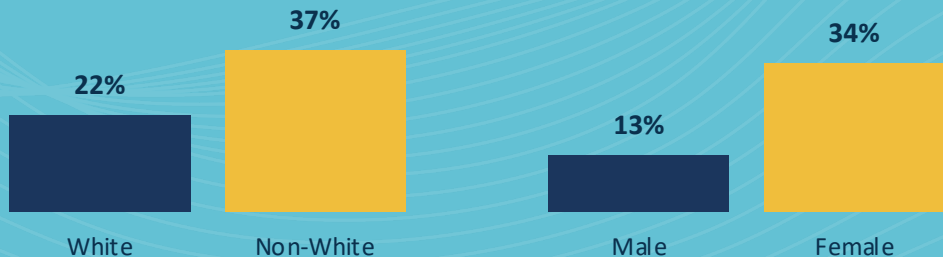




CURRENT PERCEPTIONS DEMOGRAPHIC BREAKOUT

Entrepreneurs who are demographic **minorities** are more likely to have **negative perceptions** toward the current economy

DESCRIPTORS OF CURRENT ECONOMY



‘RACIST’

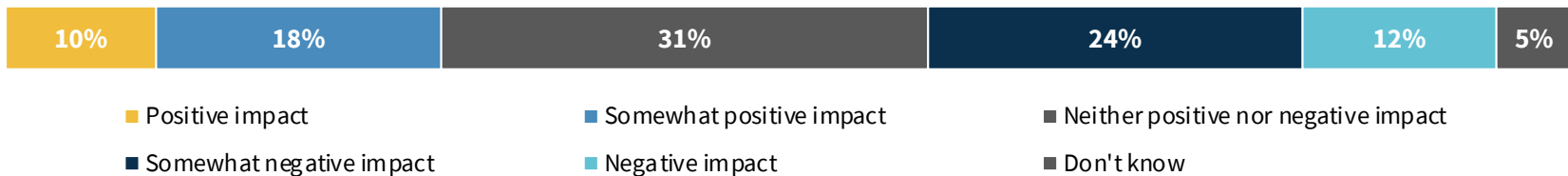
‘SEXIST’



CURRENT PERCEPTIONS

Entrepreneurs believe that our current economy is on the wrong track and negatively impacts them

EFFECT ON ENTREPRENEURS



10% experienced fully **positive impacts** from the current economy

37% experienced **negative impacts** from the current economy

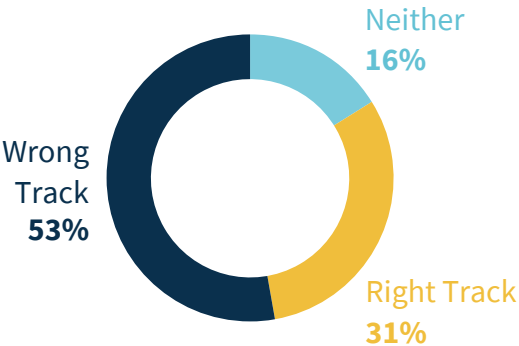


CURRENT PERCEPTIONS

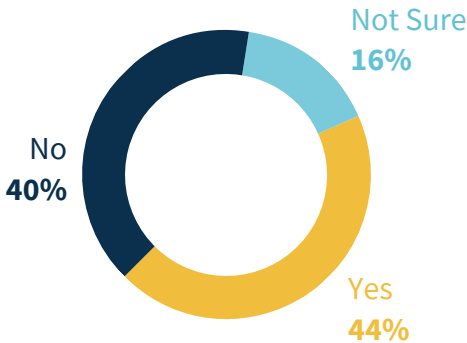
Entrepreneurs believe that our current economy is on the wrong track and negatively impacts them

EFFECT ON ENTREPRENEURS

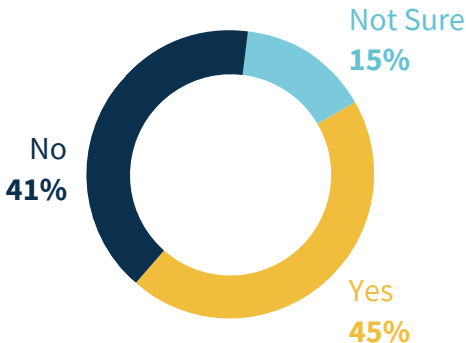
RIGHT vs. WRONG TRACK



DESIGNED TO HELP ENTREPRENEURS SUCCEED



MAKES IT MORE DIFFICULT TO BE AN ENTREPRENEUR



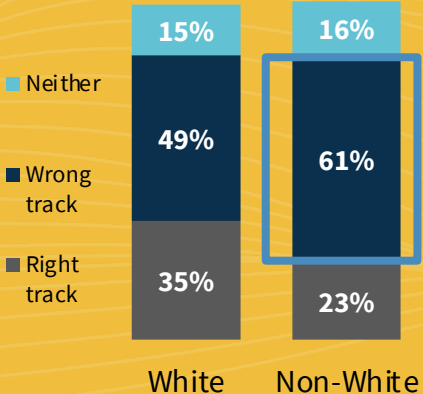


CURRENT PERCEPTIONS

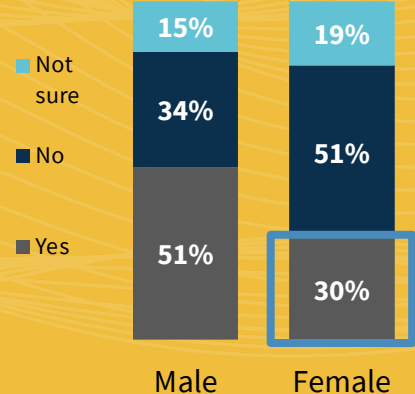
DEMOGRAPHIC BREAKOUT

Women and non-white entrepreneurs experience more **difficulties** under the current model

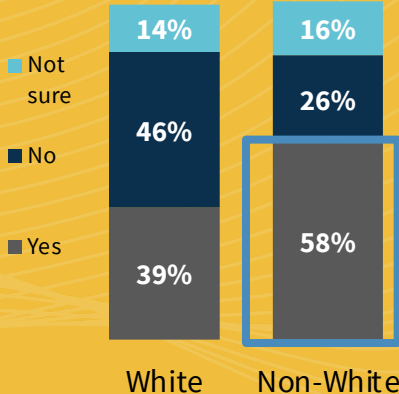
RIGHT vs. WRONG TRACK



DESIGNED TO HELP ENTREPRENEURS SUCCEED



MAKES IT MORE DIFFICULT TO BE AN ENTREPRENEUR

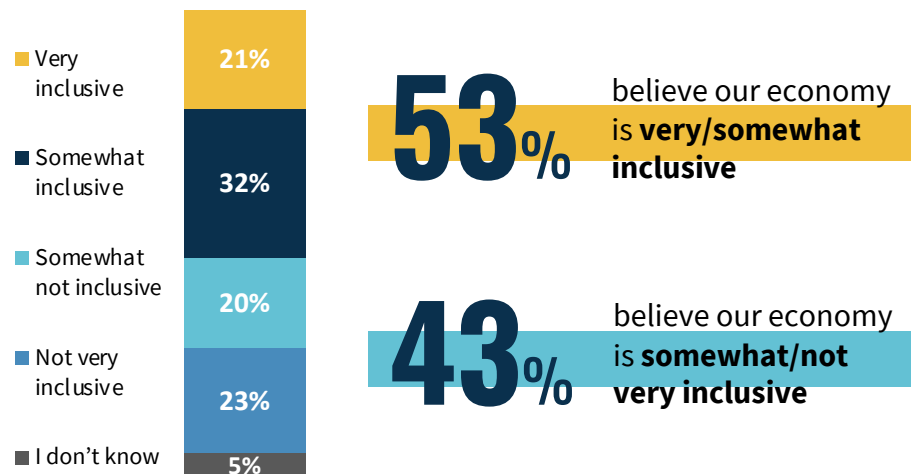




CURRENT PERCEPTIONS

More than two thirds of entrepreneurs agree that changes are needed for a **more inclusive economy**

CURRENT INCLUSIVITY IN ECONOMY



STATEMENT AGREEMENT

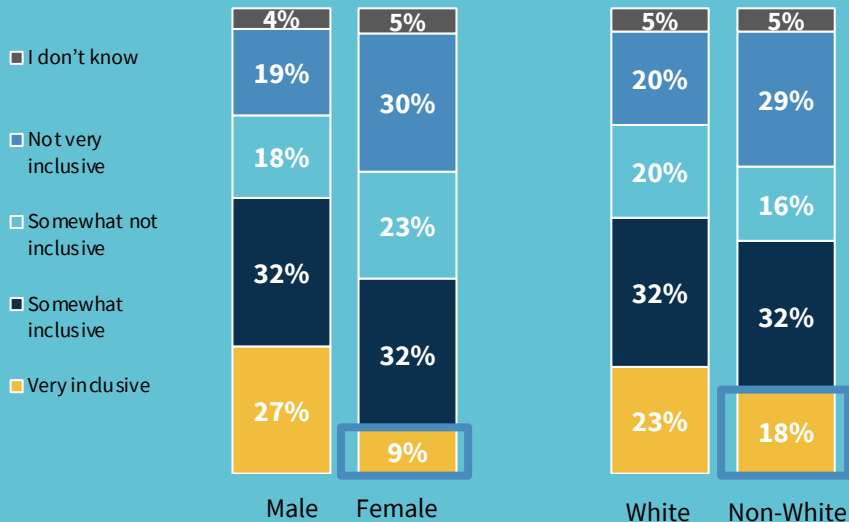




CURRENT PERCEPTIONS DEMOGRAPHIC BREAKOUT

Women and non-white entrepreneurs are more likely to have worse perceptions of inclusivity in our economy

CURRENT INCLUSIVITY IN ECONOMY



91% of **women entrepreneurs** don't think our economy is very inclusive

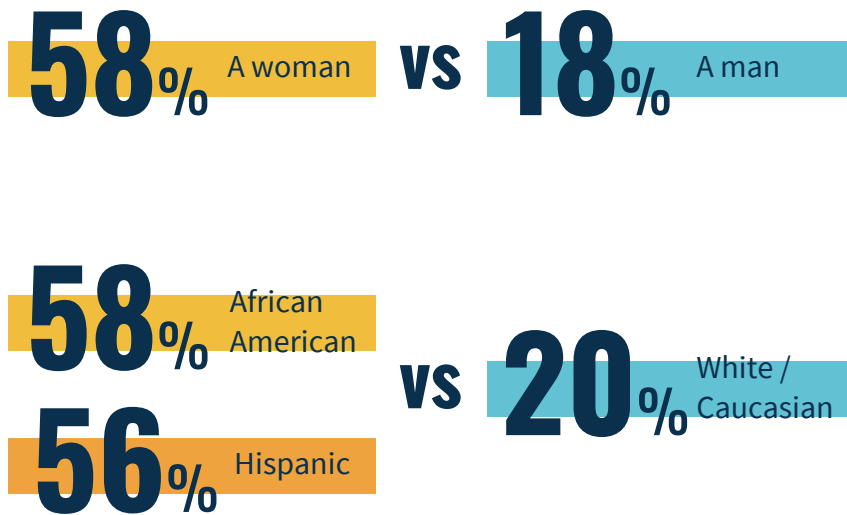
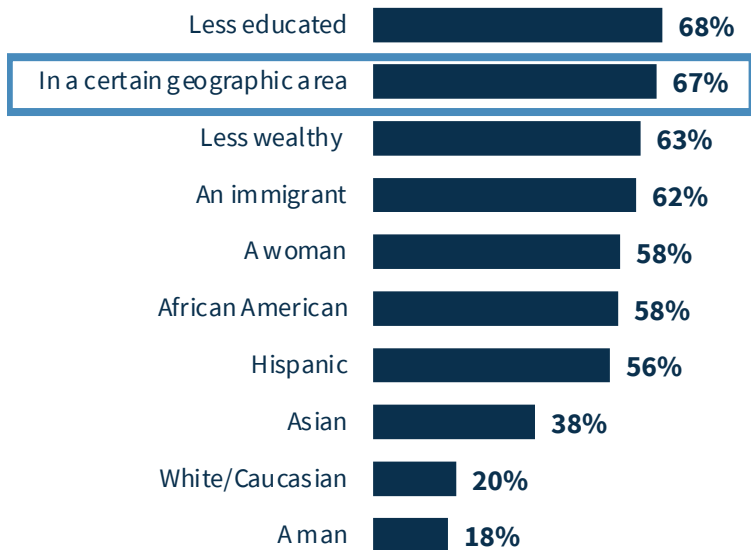
82% of **non-white entrepreneurs** don't think our economy is very inclusive



CURRENT PERCEPTIONS

Entrepreneurs are clear on the factors that make it more **difficult to be an entrepreneur**

PERCEPTION OF **ADDED DIFFICULTY** AS AN ENTREPRENEUR IF YOU ARE...

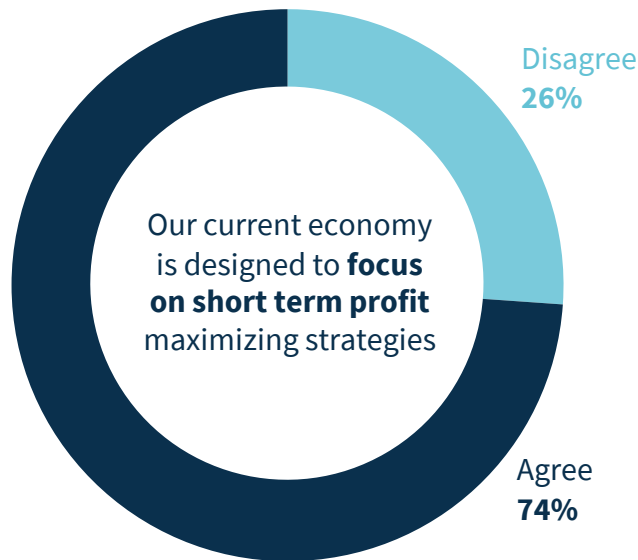
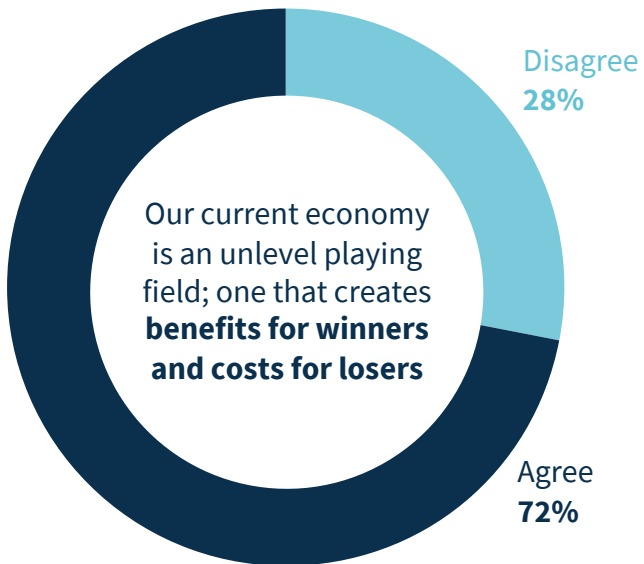




CURRENT PERCEPTIONS

Entrepreneurs believe that our current economy is an un-level playing field, which may be caused **by corruption and wealth gaps**

STATEMENT AGREEMENT





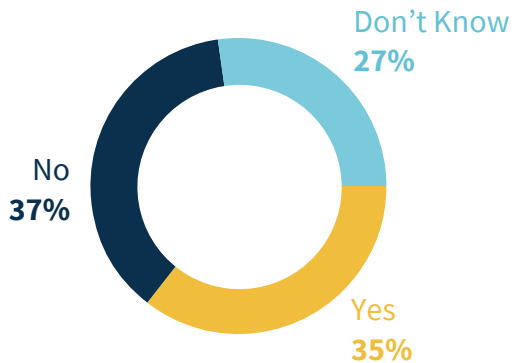
CURRENT PERCEPTIONS

Entrepreneurs believe that our current economy is an un-level playing field, which may be caused **by corruption and wealth gaps**

NEGATIVE EXTERNALITIES IN CURRENT ECONOMY



BELIEVE REDUNDANCIES ARE IN PLACE

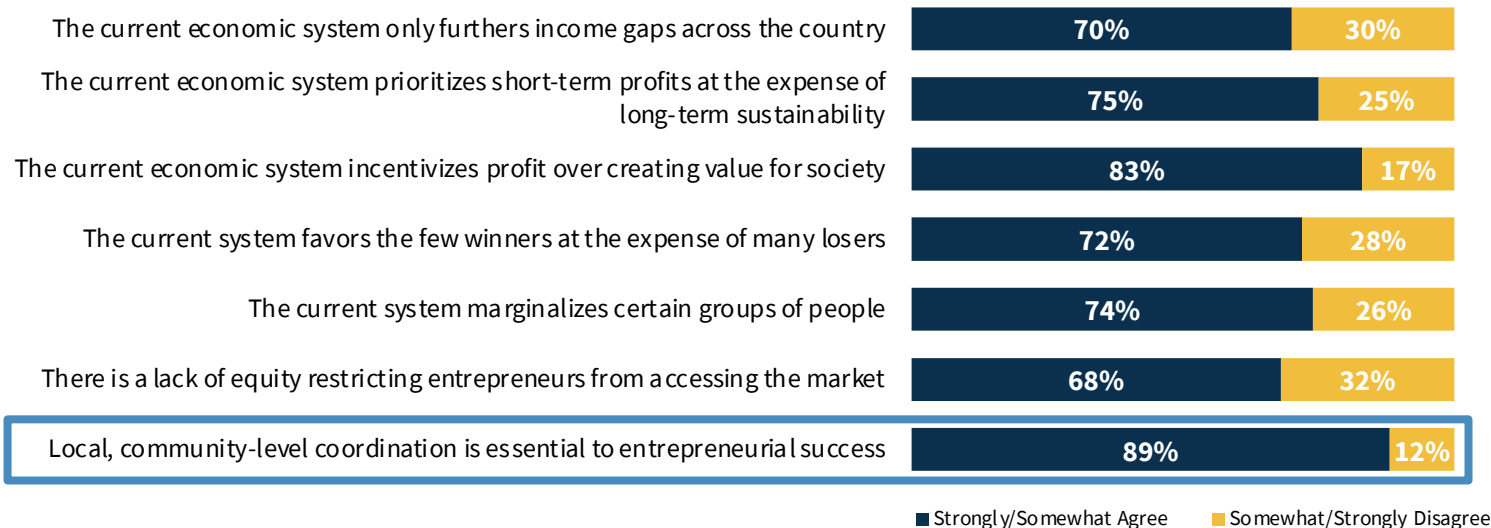




CURRENT PERCEPTIONS

Entrepreneurs support community-level coordination and widely agree on **flaws in the current system**

STATEMENT AGREEMENT

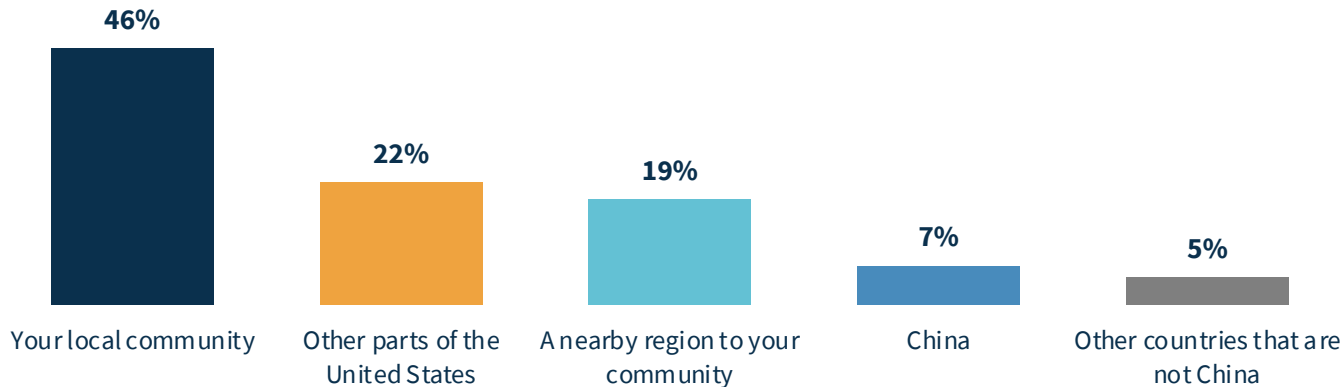




CURRENT PERCEPTIONS

Nearly half of surveyed entrepreneurs believe it is **hard to secure local resources** for their businesses

WHERE ENTREPRENEURS ACQUIRE RESOURCES

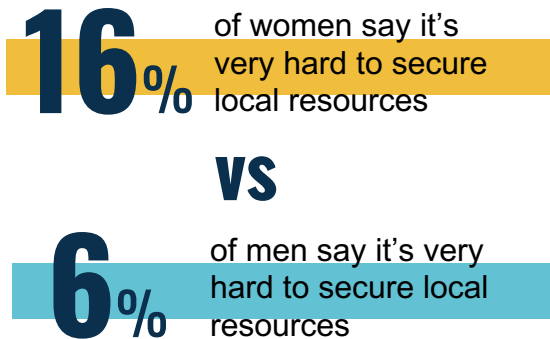
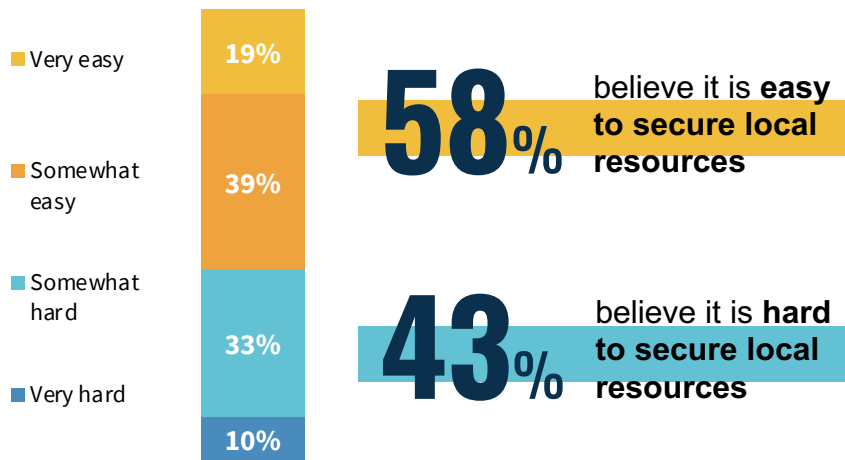




CURRENT PERCEPTIONS

Nearly half of surveyed entrepreneurs believe it is **hard to secure local resources** for their businesses

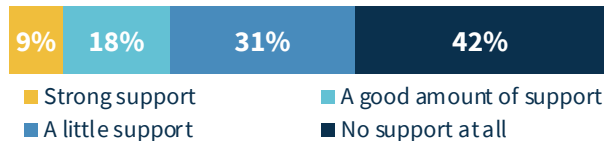
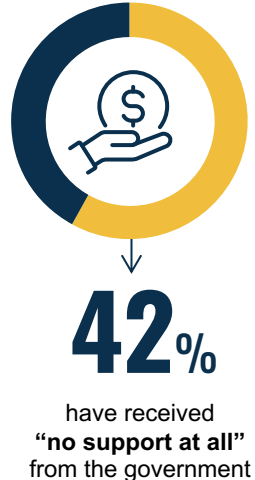
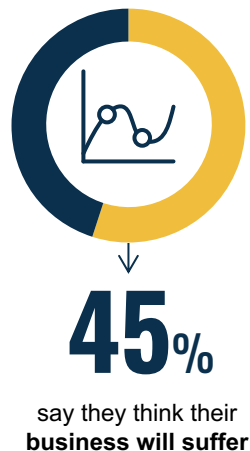
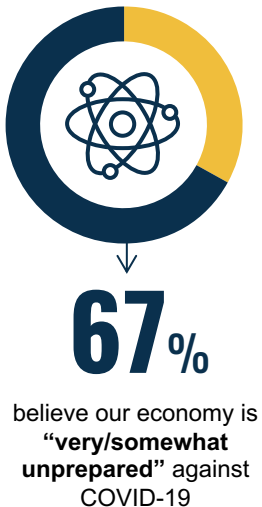
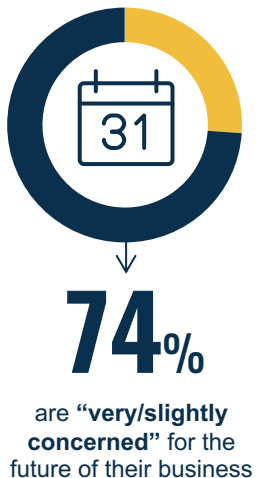
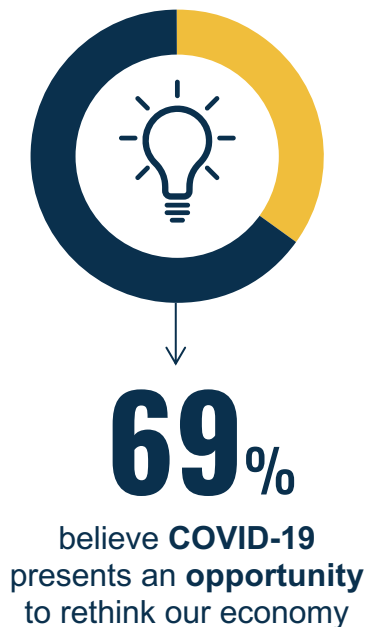
EASE IN SECURING LOCAL RESOURCES





WHAT ENTREPRENEURS NEED

Most entrepreneurs are concerned for their business and believe that **COVID-19 presents an opportunity** to rethink our economy





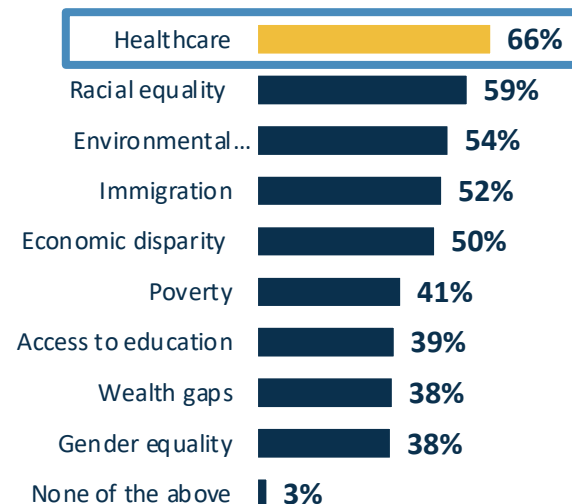
WHAT ENTREPRENEURS NEED

Not only is **healthcare** a top issue for the American public, but it is a **key issue for entrepreneurs** as well

WHICH THREE OF THE FOLLOWING TOPICS DO YOU FIND THE MOST WORRYING?

American Public	All Adults
COVID-19	45%
Healthcare	26%
Racial injustice	26%
Political extremism/polarization	24%
Crime/gun violence	23%
Climate change	17%
Unemployment	16%
Terrorism	13%
Social inequality	13%
Immigration	13%
Government budget and debt	12%
Education	12%

HEALTHCARE, RACIAL EQUALITY, AND SUSTAINABILITY ARE KEY SOCIETAL ISSUES FOR ENTREPRENEURS





WHAT ENTREPRENEURS NEED

Entrepreneurs prioritize business-sustaining issues and community; education and policy changes are also supported

TOP PRIORITIES TO ADDRESS



1st ranked

Capital/
cash flow
29%



2nd ranked

Affordable
healthcare
12%



3rd ranked

Local business
support
8%

MOST SUPPORTED MEASURES



#1

Capital
23%



#2

Education
18%



#3

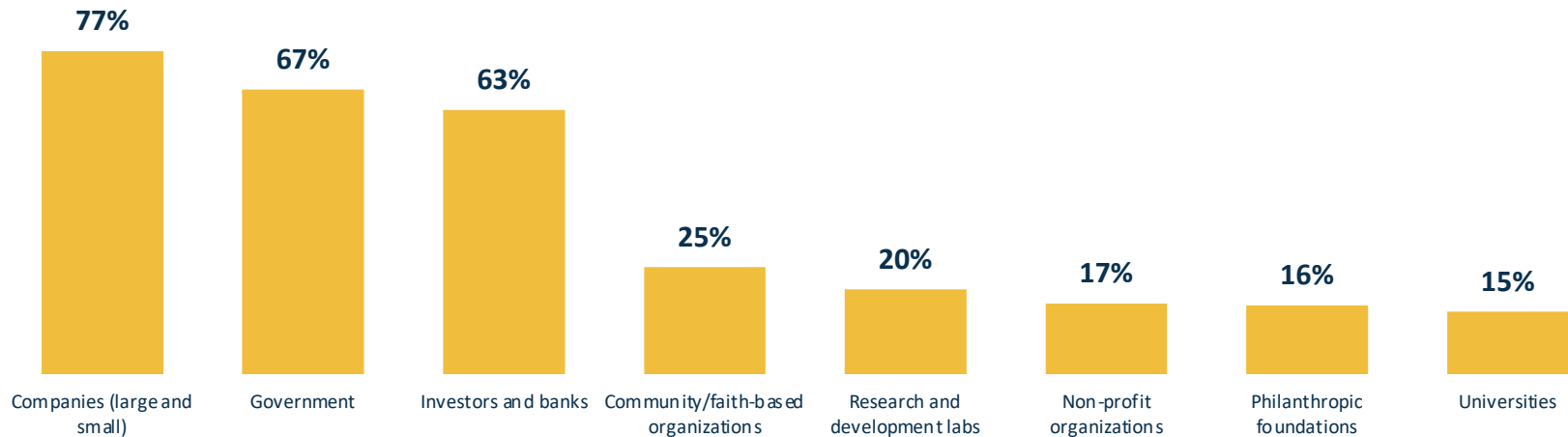
Policy and
government
14%



WHAT ENTREPRENEURS NEED

Entrepreneurs believe that **companies are most responsible in regulating ethics**, followed by government and investors/banks

MOST RESPONSIBLE IN ENSURING ORGANIZATIONS ACT ETHICALLY AND RESPONSIBLY (RANKED 1ST/2ND/3RD)

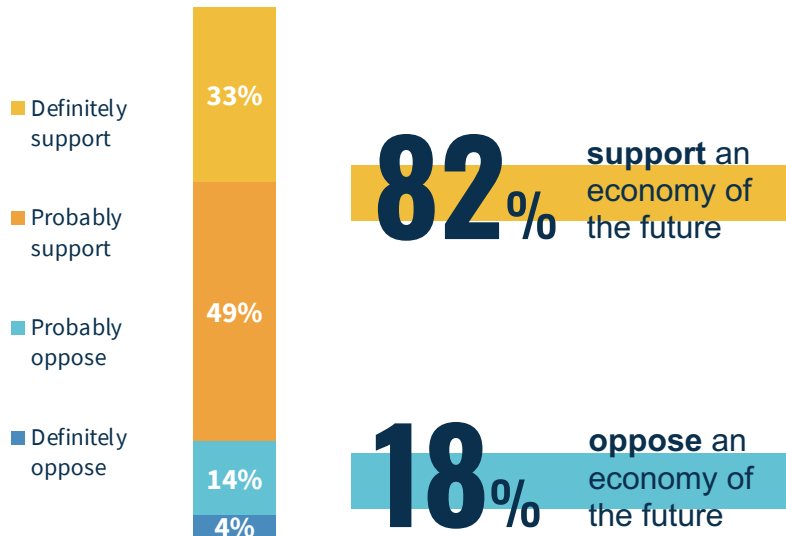




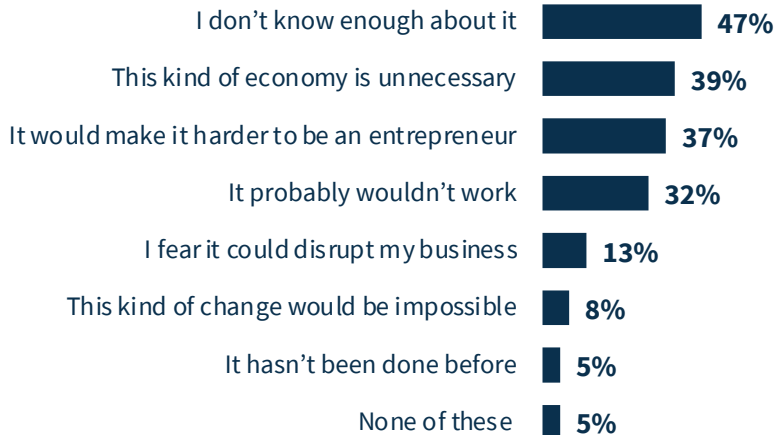
LOOKING TO THE FUTURE

Most entrepreneurs **support the economy of the future**, but a small minority need more information

LEVEL OF SUPPORT FOR ECONOMY OF THE FUTURE



REASONS FOR OPPOSITION TO NEW ECONOMY





LOOKING TO THE FUTURE

Most entrepreneurs **support the economy of the future**, but a small minority need more information

HOW SHOULD CHANGES BE IMPLEMENTED

A full overhaul of the economy across all industries and communities now

37%

63%

A staged progression, over time, in various industries and communities



THANK YOU



hello@secondmuse.com

[@secondmuse](https://www.instagram.com/secondmuse)

www.secondmuse.com



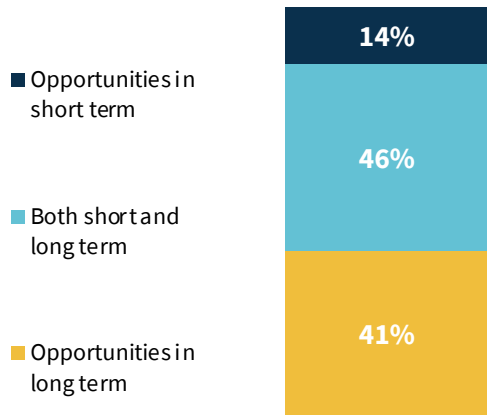
APPENDIX



CURRENT PERCEPTIONS

Entrepreneurs believe that our current economy is on the wrong track and negatively impacts them

COVID-19 IMPACT ON BUSINESS (AMONG THOSE WHO BELIEVE THEIR BUSINESS WILL THRIVE)*



*Note: Small base size (n = 37)

COVID-19 IMPACT ON BUSINESS (AMONG THOSE WHO BELIEVE THEIR BUSINESS WILL SUFFER)

