



Entrepreneurship in the  
Population: Indiana

# Summary Survey Findings Report

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## 1. EXECUTIVE SUMMARY

To explore the experiences of entrepreneurs in Indiana and better understand the motivations of Indiana citizens disinclined or uninterested in business ownership or self-employment, Central Indiana Corporate Partnership (CICP) conducted the Entrepreneurship in the Population: Indiana (EPOP-IN) Project which included a survey with individuals across the state of Indiana (the EPOP-IN Survey). Findings from the EPOP-IN Survey are presented here to inform CICP's ongoing goal of promoting economic prosperity in Indiana.

### 1.1 RESEARCH SPONSOR

The Central Indiana Corporate Partnership (CICP) was formed in 1999 to bring together the chief executives of Central Indiana's prominent corporations, foundations and universities in a strategic and collaborative effort dedicated to the region's continued prosperity and growth.

To advance this mission, CICP sponsors five key talent and industry sector initiatives, AgriNovus Indiana, Ascend Indiana, BioCrossroads, Conexus Indiana, and TechPoint, each of which addresses challenges and opportunities unique to its respective area: agbiosciences, talent and workforce development, life sciences, advanced manufacturing and logistics, and technology. For more information, visit the CICP website at <https://www.cicpindiana.com>.

This research was made possible by a grant from Lilly Endowment Inc.

### 1.2 EPOP-IN PROJECT CONTRACTOR

NORC is an independent research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions responsible for developing and conducting the national Entrepreneurship in the Population (EPOP) Survey with funding and guidance from the Ewing Marion Kauffman Foundation. NORC conducts objective, non-partisan research to help inform people in government, nonprofits, and businesses making decisions on key issues of the day. NORC's research addresses important issues like employment, education, and health care. Since 1941, NORC has conducted groundbreaking studies, created and applied innovative methods and tools, and advanced principles of scientific integrity and collaboration. Today, government, corporate, and nonprofit clients around the world partner with NORC to transform increasingly complex information into useful knowledge. For more information, visit [NORC.org](https://NORC.org) and connect with us at [twitter.com/norcnews](https://twitter.com/norcnews) and [facebook.com/NORCatUofC](https://facebook.com/NORCatUofC).

### 1.3 METHODOLOGY

The EPOP-IN Survey was designed to be representative of all noninstitutionalized adults 18 years or older in the state of Indiana. It uses a stratified sampling design built from three frame sources: (1) NORC's AmeriSpeak® Panel, (2) an addressed-based sample frame built from the U.S. Postal Service Delivery Sequence file; and (3) a sample from an opt-in panel.



EPOP-IN Survey data collection began in August 2022 and ended in November 2022. Data were primarily collected via an online survey; computer-assisted telephone interviewing was a secondary mode and available upon request. The survey was available in both English and Spanish. In total, there are 2,873 participants included in the survey findings, all of which were compensated for their participation.

## **1.4 KEY FINDINGS**

### **1.4.1 A Profile of Entrepreneurial Activity in Indiana**

- The Indianapolis MSA has more residents who are current business owners, current freelancers, and entrepreneurial planners compared to the balance of Indiana.
- Non-Hispanic Black Indiana residents and non-Hispanic adults of all other racial groups have the highest prevalence of business ownership, at 19% and 22% followed by Hispanic adults at 14%. Alternatively, non-Hispanic White adults have significantly lower rates of business ownership with 11% reporting that they currently own a business.
- Higher educational attainment is associated with higher rates of current business ownership and overall rates of entrepreneurial engagement. Alternatively, rates of entrepreneurship planning and withdrawn entrepreneurship planning did not differ substantially by educational attainment.
- Entrepreneurial engagement is lower among low-income individuals relative to high-income individuals. Approximately half of those earning less than \$25,000 per year reported any kind of entrepreneurial engagement compared to nearly two-thirds of those earning more than \$50,000.

### **1.4.2 Business Ownership and Freelancing in Indiana**

- One-third of freelancers reported no revenue from their business in 2021, while only one-fifth of business owners reported the same.
- Business owners are concentrated in the professional services and production industries, while freelancers reported a nearly even distribution across all industries.
- Across all industries besides production and distribution, current freelancers were more likely to report having sufficient support systems than current business owners. Yet even with less support, current business owners across industries were more likely to report continuing with their business long term when compared to freelancers.

### **1.4.3 Pursuing Entrepreneurship**

- Current business owners frequently reported the following four reasons for pursuing entrepreneurship: the opportunity for greater income, flexible work hours, work-family balance, and wanting to be their own boss.



- Most current business owners reported that they used their personal savings (or the personal savings of a co-owner) to finance their startup. The second most frequently used financing source was personal credit cards.

#### **1.4.4 Challenges with Entrepreneurship**

- For individuals pursuing entrepreneurship or those that had withdrawn from entrepreneurship planning, the two most commonly reported challenges were “not knowing where to start” and “not having enough startup funds.”
- Among these same individuals, Hispanic respondents were relatively more likely to report financial and economy or market challenges than non-Hispanic White or non-Hispanic Black individuals.

#### **1.4.5 Withdrawal from Entrepreneurship**

- Former business owners, freelancers, and withdrawn entrepreneurs reported they left their business or didn’t fully start their business because they did not have the time or the finances to continue.
- All former entrepreneurs or withdrawn planners reported a lack of time and feeling burnt out as a key reason they quit their business or business pursuit. A lack of sales/customers was a significant financial concern for former business owners, while personal financial struggles were the main financial troubles for former freelancers and withdrawn entrepreneurs.

#### **1.4.6 Perceptions of Entrepreneurship Among the General Public**

- Non-entrepreneurs, that is, those not involved in or pursuing business ownership or self-employment, often reported that they never considered entrepreneurship because they are content in their current jobs, do not know what business they would start, nor do they have the financial stability to pursue entrepreneurship.
- Respondents who identified as Hispanic or non-Hispanic Black were more likely than non-Hispanic White respondents to report financial instability as the most common reason for not pursuing business ownership or freelancing.



## 2. OVERVIEW OF SURVEY

Understanding how policymakers and entrepreneurial support organizations should best support entrepreneurial growth requires an understanding of not only existing business owners but also of those who formerly owned a business, are considering starting a business, or who have the potential to become self-employed. In addition, the circumstances surrounding entrepreneurship in Indiana are unique relative to the national landscape. Indiana ranks last in the nation in the share of jobs at new firms and third for share of jobs in very old firms (Fikri et al. 2020, Muro et al. 2021). Given that employer startups represent a substantial share of new job creation (Haltiwanger et al. 2013), this begs the question of what can be done to encourage and support entrepreneurship in the state of Indiana.

The EPOP-IN Survey addresses this challenge by measuring the interest in, involvement with, and experiences related to entrepreneurship using a representative survey of adults in Indiana. The survey separately measures multiple categories of entrepreneurial status: nascent entrepreneurs who are considering starting a business, withdrawn entrepreneurs who considered starting a business but ultimately did not, current business owners, current freelancers, former business owners, and former freelancers. For each of these categories, the survey asks about interest and involvement with entrepreneurial activities as well as why individuals chose to pursue (or not pursue) starting a business or self-employment.

The survey builds on the national Entrepreneurship in the Population (EPOP) Survey, which is a cross-sectional, representative survey of all U.S.-residing adults first released in 2022. The EPOP-IN Survey uses the same entrepreneurial screener as the national study but provides more detailed data on Indiana residents and adds items to the survey that provide further depth to the importance of reasons individuals have for pursuing (or not pursuing) entrepreneurship and the greatest challenges entrepreneurs are facing in Indiana.

Like with the national EPOP Survey, the EPOP-IN Survey uses a sampling design that enables data users to construct representative estimates of entrepreneurial activity by geography and demographic factors. The study was designed to allow construction of estimates for three geographic groups defined based on metropolitan statistical areas (MSAs) – Indianapolis MSA, MSAs other than Indianapolis, and non-MSA areas of Indiana – and by demographic subgroups, race/ethnicity and gender. This is a particularly important contribution which will provide policymakers with information to help them understand business formation in their own communities.





### 3. SURVEY METHODOLOGY

The EPOP-IN Survey methodological decisions and procedures include sample design, data collection protocols, and weighting estimation approach. This section provides an overview of the sample design and survey instrument including the entrepreneurial activities screener and topical questions designed for entrepreneurial categories. More detailed information can be found in the *EPOP-IN: Methodology Report*.

#### 3.1 SAMPLE DESIGN AND COMPLETE SURVEYS

The target population of the EPOP-IN Survey includes noninstitutionalized adults 18 years or older in the state of Indiana. The sample design supports the following estimation objectives:

- State level estimates of entrepreneurship characteristics by race/ethnicity and gender, but not necessarily by the cross of these variables.
- Indianapolis MSA estimates of entrepreneurship characteristics by race/ethnicity and gender, but not necessarily by the cross of these variables.

A stratified sampling design was used to achieve these objectives, where the two primary sampling strata are defined as the Indianapolis MSA and the rest of the state. One important objective of the study is to support estimation and analysis of entrepreneurship characteristics of underrepresented minorities, particularly Black and Hispanic individuals. Therefore, each primary stratum is further divided into three secondary sampling strata: Hispanic, non-Hispanic Black, and non-Hispanic Other.

The study sample is selected from three frame sources: (1) NORC's AmeriSpeak Panel, (2) an addressed based sample (ABS) frame built from the USPS Delivery Sequence file; and (3) non-probability (opt-in) panels. Samples selected from the AmeriSpeak Panel and the ABS frame are probability samples with explicit stratification and known sample selection probabilities, while the sample selected from the opt-in panels is a nonprobability sample with unknown frame coverage and unknown selection probabilities. The distribution of respondents by sample source and racial grouping is shown in Table 3.1. The three samples are combined using NORC's TrueNorth® weighting method to generate a set of combined sample weights to support approximately unbiased estimation. More information on TrueNorth® weighting can be found in the EPOP-IN Methodology Report.

**TABLE 3.1 EPOP-IN Surveys by Sample Type**

Racial Group	EPOP-IN Surveys			
	AmeriSpeak	Address-Based	Non-probability	OVERALL
Hispanic	23	792	120	935
Black, Non-Hispanic	55	458	299	812
Other, Non-Hispanic	289	9	828	1,126
Total	367	1,259	1,247	2,873

Source: NORC, Entrepreneurship in the Population Survey in Indiana: 2022.

The EPOP-IN Survey began data collection on August 18, 2022 and continued through November 21, 2022—a few months after the national EPOP:2022 Survey data collection from February 2022 to June 2022.

### 3.2 MEASUREMENT

To measure entrepreneurial activity, the EPOP-IN Survey uses a multi-step screening process first developed and used for the national EPOP Survey that sequentially determines employment status, job characteristics, and entrepreneurial activities. The survey first establishes a respondent's work status, asking for detailed information on the respondent's first two jobs. Following the approach of Abraham and Amaya (2019), the EPOP-IN Survey not only asks respondents standard employment status questions, but also follows up with “*In the last week, did you do ANY work for pay, even for as little as one hour?*” This helps to ensure that more informal work activities are captured, which is a key component to the measurement of gig work and many entrepreneurial activities.

After establishing whether the respondent is employed and collecting key information about the jobs that respondents hold, the EPOP-IN Survey asks about entrepreneurial activities from all respondents. Individuals are subsequently categorized into one of the following categories:

- 1. Current Business Owner.** Respondents who reported they currently own a business. Importantly, some respondents report currently owning a business even though it was not reported as one of their two primary jobs. This likely reflects individuals who are currently business owners, but for whom business ownership may be a silent partnership, a business managed by an employee, or where they own a share of the enterprise. The results presented below combine these business owners with those who report business ownership as either their primary or secondary job.
- 2. Current Freelancer.** Respondents who report they are current freelancers, consultants, or independent contractors. Like the current business owner category, this category includes individuals who report they are freelancers, consultants, or contractors even if they do not report their freelance work as either their primary or secondary job.



3. **Nascent Entrepreneur.** To measure whether respondents are currently taking steps towards owning a business, respondents are asked “*Are you, alone or with others, currently trying to start a new business, including any form of self-employment, freelancing, consulting, or independent contracting, or selling any goods or services to others?*” Those who answer yes to this question are classified as nascent entrepreneurs or business planners.
4. **Former Business Owner.** Respondents who answer they previously owned a business but are no longer current business owners.
5. **Former Freelancer.** Respondents who report they were at one time a freelancer, consultant, or independent contractor but are no longer engaged in freelance work.
6. **Withdrawn Entrepreneur.** Respondents who answer yes to the following question: “*Have you, alone or with others, ever considered starting a new business, including any form of self-employment, freelancing, consulting, or independent contracting, or selling any goods or services to others but decided to wait or change your mind?*”
7. **Non-Entrepreneur.** Respondents who are not engaged in any of the previous six entrepreneurial activities. This category excludes individuals who are currently taking steps to owning a business but may still include individuals who are “not yet entrepreneurs” who may enter entrepreneurship later in their careers.

In addition to its primary focus on entrepreneurship, the EPOP-IN Survey also collects information from all respondents on their current work activities and whether they participate in “gig work” independently of their entrepreneurial activities (for the purposes of the EPOP-IN survey, gig work is defined as work that comprises short, paid tasks conducted through a company that coordinates payment for the service). This addresses potential overlap between entrepreneurial behavior and gig employment as well as the different ways that gig work may lead to business ownership.

The EPOP-IN Survey screener is intentionally designed to capture the full range of entrepreneurial activities in which an individual might be engaged. As a result, some respondents qualify for multiple categories. For example, an individual can be both a current business owner and planning to open another enterprise. To limit the burden on survey participants, each respondent is assigned one entrepreneurship category for follow-up survey questions using the priority order shown in Table 3.2. This table also shows the full extent of entrepreneurial activity captured in the survey regardless of the entrepreneurship category a respondent is assigned to for the purposes of survey administration.

The focus of the EPOP-IN Survey follow-up questions asked of each assigned entrepreneurship category is shown in Figure 3.1. Survey questions for current and former business owners and freelancers focus on concepts such as the operations and goals of the activities, whereas nascent and withdrawn entrepreneurs are asked more about concepts such as challenges starting a business. Non-entrepreneurs are asked more general questions about future employment plans as well as reasons for not pursuing business ownership or self-employment.



**TABLE 3.2 Assigned Entrepreneurship Categories by Reported Entrepreneurship Activities**

Survey Pathway Priority	Assigned Entrepreneurship Pathway	Total Surveys	Reported Entrepreneurship Activity					
			Current Business Ownership	Current Freelancing	Entrepreneurship Planning	Former Business Ownership	Former Freelancing	Withdrawn Entrepreneurship Planning
1	Current Business Owners	416	416	226	236	0**	73	0
2	Current Freelancers	362	0	362	150	56	0**	0
3	Nascent Entrepreneurs	182	0	0	182	19	23	0
4	Former Entrepreneurs	200	0	0	14*	200	99	0
5	Former Freelancers	239	0	0	28*	0	239	0
6	Withdrawn Entrepreneurs	317	0	0	0	0	0	317
7	General Population	1,157	0	0	0	0	0	0
Total		2,873	416	588	610	275	434	317

\*These individuals worked as a freelancer, consultant, or independent contractor within the last 5 years of the survey administration date, although they report no longer working in that capacity of self-employment.

\*\*There is no former business ownership activity reported for current business owners and no former freelancing or consulting activity for those categorized as current freelancers. This is because the survey construction does not capture former entrepreneurship activity when an individual is currently engaged in the activity.

Source: NORC, Entrepreneurship in the Population Survey in Indiana: 2022.

**FIGURE 3.1 EPOP-IN Survey Contents Focus by Assigned Entrepreneurship Categories**

Current Business Owners & Freelancers	Nascent & Withdrawn Entrepreneurs	Former Business Owners & Freelancers	Non-Entrepreneurs
<ul style="list-style-type: none"> <li>•Steps taken to pursue entrepreneurship</li> <li>•Initial and ongoing capital investment</li> <li>•Day-to-day operations</li> <li>•Revenue and business goals</li> <li>•Business challenges</li> </ul>	<ul style="list-style-type: none"> <li>•Steps taken to pursue entrepreneurship</li> <li>•Challenges while pursuing entrepreneurship</li> <li>•Capital invested</li> <li>•Reason for ending business pursuit (Withdrawn <i>only</i>)</li> </ul>	<ul style="list-style-type: none"> <li>•Initial and ongoing capital investment</li> <li>•Day-to-day operations</li> <li>•Past revenue and business goals</li> <li>•Business challenges</li> <li>•Reasons for business closure</li> </ul>	<ul style="list-style-type: none"> <li>•Future employment plans</li> <li>•Reasons for not pursuing business ownership or self-employment</li> </ul>



## 4. A PROFILE OF ENTREPRENEURIAL ACTIVITY IN INDIANA

Having a profile of Indiana residents engaged in different entrepreneurial activities or business pursuits helps entrepreneurial support organizations better assist individuals and researchers to realize where there may be untapped entrepreneurial potential, and better support those currently engaged in business ownership. This section provides an overview of the demographic characteristics of Indiana residents according to their reported entrepreneurial activities.

Entrepreneurial activities by region of Indiana show that the Indianapolis MSA has more residents who are current business owners and freelancers as well as entrepreneurial planners compared to the balance of Indiana. Figure 4.1 compares entrepreneurial activities between Indiana residents who live in the Indianapolis MSA and those who live outside of the Indianapolis MSA. Indianapolis MSA residents report slightly higher rates of entrepreneurial activities overall compared to those outside of the MSA (62% versus 57%). More significant differences in entrepreneurial activity by region are found when examining specific indicators of entrepreneurship. The Indianapolis MSA has more current business owners, freelancers, and nascent entrepreneurs compared to those outside of the MSA. Differences in rates of current freelancing (22% versus 15%) and entrepreneurship planning (21% versus 13%) have the greatest differences by region with over seven percentage point differences between the regions. Rates of former business ownership and freelancing and withdrawn entrepreneurship planning, however, are roughly equivalent.

**FIGURE 4.1 Entrepreneurship Activity by Region**

Reported Entrepreneurial Activity	Region	
	Indianapolis MSA (n=1,664,025)	Balance of State (n=3,377,815)
No Entrepreneurial Activity	37.9	42.9
Any Entrepreneurial Activity	62.1	57.1
Current Business Ownership	14.9	10.9
Current Freelancing	22.4	14.8
Entrepreneurship Planning	20.5	13.1
Former Business Ownership	8.9	11.8
Former Freelancing	14.7	18.8
Withdrawn Entrepreneurship Planning	11.8	12.8

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

Figure 4.2 shows the percent of adults who are current business owners, nascent entrepreneurs, withdrawn entrepreneurs, and non-entrepreneurs by the four-category racial grouping provided in the data of the EPOP-IN Public Use File. The “Other” racial group includes those who chose not to report their race or ethnicity, those who reported non-Hispanic multi-race, and those who reported Asian, Pacific Islander, American Indian, or Alaska Native.





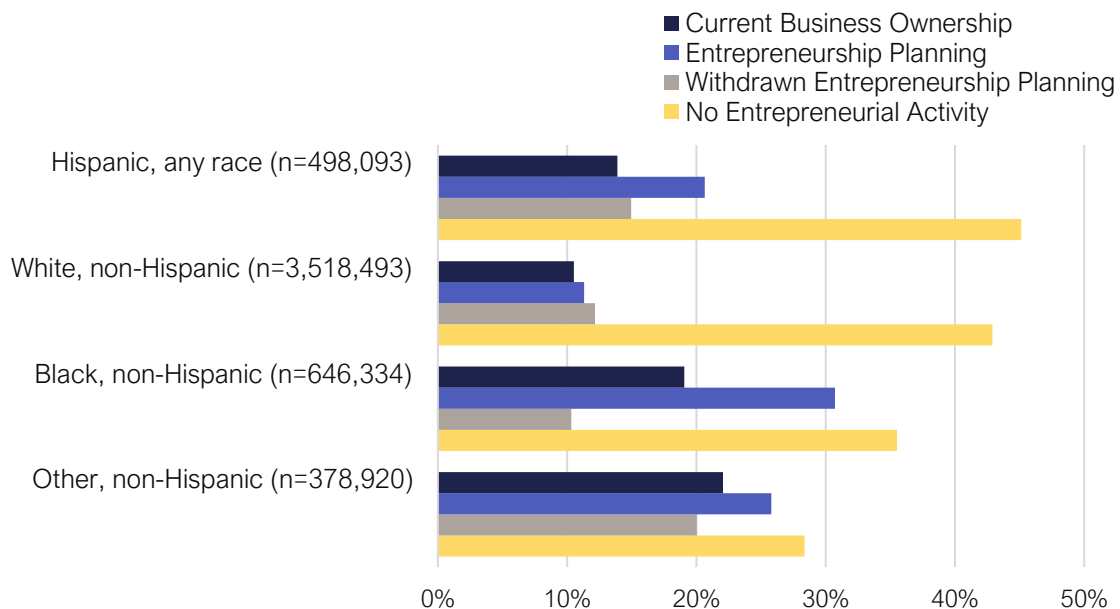
Non-Hispanic Black and “Other, non-Hispanic” adults have the highest prevalence of business ownership, at 19% and 22% followed by Hispanic adults at 14%. Alternatively, non-Hispanic White adults have significantly lower rates of business ownership, with 11% reporting that they currently own a business. Similarly, rates of entrepreneurship planning are higher among non-Hispanic Black (31%) and Hispanic (21%) adults when compared to non-Hispanic White adults (11%). Despite differences in current and planned business ownership, rates of withdrawal from entrepreneurship planning are roughly equivalent across Hispanic, non-Hispanic White, and non-Hispanic Black racial groups, with an average of 12% reporting that they were withdrawn from entrepreneurship planning. The Other racial group reported a higher rate of withdrawn entrepreneurship of 20%, but the composition of this group causes less precision in the estimates, and therefore we are unable to determine if this rate is significantly higher than the other groups.

#### Highest prevalence of Business Ownership in adults:

- “Other, non-Hispanic” 22%
- Non-Hispanic Black 19%
- Hispanic adults at 14%

Rates of no entrepreneurial activity indicate the percentage of adults from a given racial group that did not report participating in any of the six activities measured in the EPOP-IN screener, including current business owner and freelancer, nascent and withdrawn entrepreneur and former business owner and freelancer. The results indicate that Hispanic (45%) and non-Hispanic White (43%) adults are more likely to not participate in entrepreneurial activities relative to non-Hispanic Black adults.

**FIGURE 4.2 Entrepreneurship Activity by Racial Group**



Note: “Other, non-Hispanic” includes non-Hispanic multi-race, non-Hispanic other reported races, and not reported. For racial group distributions, 53 respondents are omitted from calculations because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



Men and women reported considerable similarity in their entrepreneurial activities. Table 4.1 shows the prevalence of entrepreneurial activities for women and men. The only significant gender difference is the prevalence of former entrepreneurs, with men (14%) being considerably more likely to have owned a business relative to women (8%) and in reporting non entrepreneurial activities. This finding contrasts with national EPOP estimates (Brummet and Johnson 2022), which suggest that nationally men are more likely than women to be current business owners, but women are more likely to consider starting a business.

Small differences in entrepreneurship by marital status were found with those who report living with their partner are more likely to participate in some entrepreneurial activities relative to those in other marital statuses. There are no differences in the prevalence of current business owners by marital status, but respondents who are living with a partner have a higher prevalence of freelancing at 28% compared to those who are married (15%) or divorced/widowed (12%). The same trend is seen for entrepreneurship planners, with 23% of those living with a partner reporting this activity relative to 14% of those who are married or divorced/widowed. Overall, there is no statistically significant difference in the rate of participation in any entrepreneurial activity based on whether a respondent is living with a partner ( $p=.15$ ).

**TABLE 4.1 Entrepreneurship Activity by Marital and Parental Status**

Characteristics	Reported Entrepreneurial Activity						
	Current Business Ownership	Current Freelancing	Entrepreneurship Planning	Former Business Ownership	Former Freelancing	Withdrawn from Entrepreneurship Planning	No Entrepreneurship Activity
<b>Gender</b>							
Men	11.9	19.3	17.3	14.4	19.3	12.8	35.6
Women	12.4	15.6	14.1	8.1	16.2	12.3	45.6
<b>Marital Status</b>							
Married	12.9	15.0	13.5	11.1	21.0	12.4	38.8
Divorced/Widowed	10.5	11.8	14.0	15.7	18.1	8.0	50.1
Never married	11.5	21.4	19.0	6.3	11.9	15.3	42.7
Living with Partner	12.8	27.6	23.1	10.6	13.6	14.4	34.0
<b>Children younger than 5</b>							
No children	12.1	16.0	15.1	11.5	18.6	10.3	42.8
1 or more children	15.7	23.7	22.6	3.2	9.9	16.1	39.6
<b>Children ages 5-17</b>							
No children	11.8	16.0	15.1	11.7	18.8	10.6	42.3
1 or more children	15.9	22.0	18.9	7.9	11.1	12.7	43.5

Note: Individuals can participate in more than one entrepreneurial activity so rows will not sum to 100%.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

Differences in entrepreneurial activity also exist by parental status. Respondents with children have higher a prevalence of current freelancing and entrepreneurial planning, but a lower prevalence of former business ownership and freelancing relative to those without children. The

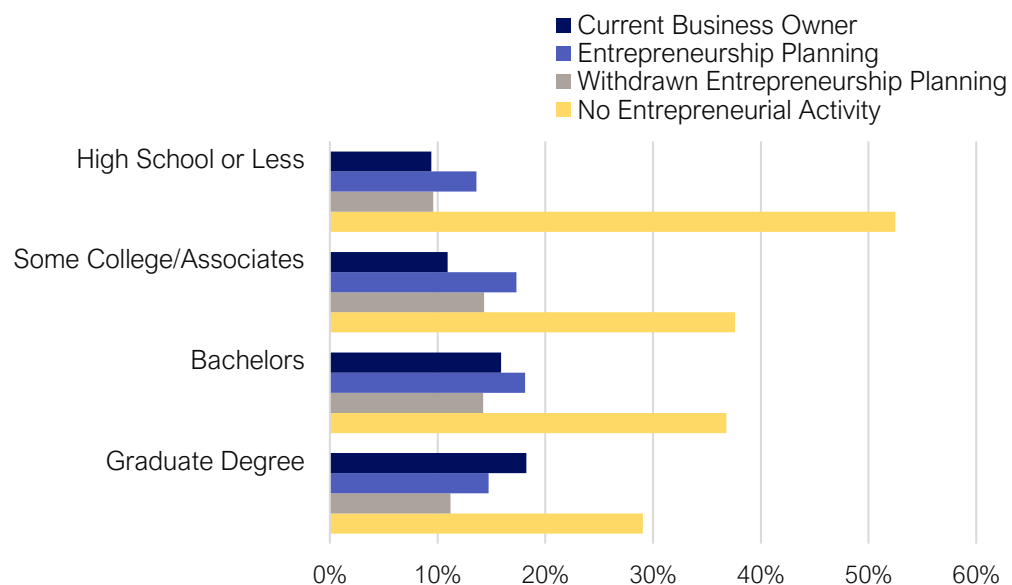


prevalence of current business ownership, withdrawn entrepreneurship planning does not differ by parental status. The results are substantively equivalent when comparing adults without children to parents of children younger than 5 and parents of children ages 5 to 17.

Higher educational attainment is associated with higher rates of business ownership. Figure 4.3 shows that among those with a high school education, only 9% are current business owners compared to 11% among those with some college or an associate degree, 16% with a bachelor's degree, and 18% with a graduate degree. This trend is also reflected in the overall trend of entrepreneurial engagement. Fifty-two percent of those with a high school education or less report no entrepreneurial activity, compared to approximately 37% for those with some college or a bachelor's degree, and 29% for those with graduate degrees. The prevalence of entrepreneurship planning and withdrawn entrepreneurship planning did not differ significantly by educational attainment.

**Higher educational attainment is associated with higher rates of business ownership.**

**FIGURE 4.3 Entrepreneurship Activity by Educational Attainment**



Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

Overall entrepreneurial activity does not vary significantly by age, but there are differences by age for specific activity types. Table 4.2 shows that current business ownership does not vary by age, current freelancing has a steady prevalence of around 21% until reaching the 50-64 age category, at which point decreases considerably to 13% for those ages 50-64 and 12% for those 65 and older. Entrepreneurship planning is highest among the youngest age group of respondents aged 18-29 (25%) followed by the 40-49 age group (23%) and is considerably lower among the 30-39 age group (15%) and those over the age of 50. Lastly, and not surprisingly, as age increases, so does the prevalence of having previously owned a business or freelanced.



Looking across household income, the results show that engagement in any entrepreneurial activity is lower for the lowest income group relative to higher income groups. Fifty-three percent of those earning less than \$25,000 per year report no involvement in entrepreneurial activity. This is contrasted with 43% in the \$25,000 to \$49,999 income group and approximately 37% across the three highest income categories. Interestingly, the prevalence of current business owners increases considerably when comparing those who make less than \$75,000 per year to those who earn \$75,000 or more. When dividing the population based on whether they earn at least \$75,000 per year, 9.5% of those earning less than \$75,000 are current business owners compared to 16% of those earning at least \$75,000. Additionally, current entrepreneurship planning is highest among respondents with less than \$25,000 per year in income, but this same group also has the lowest rate of withdrawn entrepreneurship planning. This could be attributable to low average age of this income group as nearly a third of those in the lowest income group are below the age of 30.

#### When looking across age and household income:

Engagement in any entrepreneurial activity is lower for the lowest income group relative to higher income groups.

**TABLE 4.2 Entrepreneurship Activity by Age Group and Household Income**

Characteristics	Reported Entrepreneurial Activity						
	Current Business Ownership	Current Freelancing	Entrepreneurship Planning	Former Business Ownership	Former Freelancing	Withdrawn from Entrepreneurship Planning	No Entrepreneurship Activity
<b>Age Group</b>							
18-29	14.3	21.8	24.7	4.8	8.8	17.8	39.4
30-39	12.5	20.4	15.4	7.1	17.8	17.1	36.1
40-49	14.1	21.5	22.7	7.5	15.2	12.4	41.0
50-64	11.0	12.8	11.1	14.1	22.4	10.3	43.4
65+	9.8	11.8	5.7	19.2	21.9	5.3	45.5
<b>Household Income</b>							
Less than \$25,000	9.7	15.4	18.5	9.6	13.7	8.1	53.2
\$25,000-\$49,999	9.0	17.8	15.3	11.5	17.4	12.3	43.4
\$50,000-\$74,999	9.6	15.9	13.3	14.1	16.7	17.4	38.0
\$75,000-\$99,999	15.2	15.1	13.0	13.2	20.8	12.1	37.7
More than \$100,000	16.6	18.8	15.8	8.6	20.6	10.5	36.6

Note: Individuals can participate in more than one entrepreneurial activity so rows will not sum to 100%.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

Table 4.3 shows entrepreneurial activities by the detailed industry categories captured in the EPOP-IN Survey. For current business ownership, the results show considerable variation across industry. Individuals in finance and insurance, manufacturing, and real estate all show a high prevalence of current business ownership, at 36%, 45%, and 48% respectively. Other industries showed much fewer current business owners, with only 9% of respondents in the utilities industry and 8% of respondents in the information industry reporting being current business owners. Most industries have similar levels of freelancing, with individuals in administrative, support, waste



management, and recreation reporting the highest prevalence at 58%.

The results also point to important differences across entrepreneurship planning and withdrawn entrepreneurship planning. Most respondents in accommodation and food services and arts, entertainment, and recreation industries are planning or withdrawn from entrepreneurship planning. Both industry groups have among the highest rates of withdrawn from entrepreneurship planning at 35% and 33% respectively. Alternatively, other industries show a low prevalence of entrepreneurial planning and withdrawn planning. Individuals in the professional, scientific, and technical services industry show a relatively low rate of planning (19%) and withdrawn entrepreneurship planning (16%). The majority of those in this industry report they are freelancing (32%) or formerly freelancing (40%).

Wholesale trade shows the highest prevalence of entrepreneurship planners across industries at 56% but far fewer respondents in this industry report being withdrawn from entrepreneurship planning at 15%. Alternatively, the utilities industry shows the opposite trend with one of the lowest rates of entrepreneurship planning at 20% but a much higher prevalence of being withdrawn from entrepreneurship planning at 35%.

**TABLE 4.3: Entrepreneurship Activities by Detailed Industry**

Industry	Reported Entrepreneurial Activity					
	Current Business Ownership	Current Freelancing	Entrepreneurship Planning	Former Business Ownership	Former Freelancing	Withdrawn from Entrepreneurship Planning
Accommodation and Food Services	12.5	24.3	26.0	19.7	16.3	35.3
Administrative, Support, Waste Management, and Recreation	26.7	58.2	37.9	0.9	28.5	2.3
Agriculture, Forestry, Fishing, and Hunting	30.6	20.1	27.1	28.4	36.4	19.3
Arts, Entertainment, and Recreation	12.5	29.2	33.4	8.5	22.7	33.0
Construction	32.1	45.9	27.8	21.5	32.7	10.1
Educational Services	17.5	38.2	31.6	25.4	35.8	5.4
Finance and Insurance	36.1	40.5	20.3	16.3	34.3	18.2
Health Care and Social Assistance	21.5	24.3	22.6	16.3	35.7	16.9
Information	7.9	19.7	20.6	17.0	52.7	19.9
Manufacturing	44.6	25.3	21.4	15.5	21.2	28.0
Other Services	10.4	31.8	22.8	18.9	37.0	20.1
Professional, Scientific, and Technical Services	29.0	32.4	19.2	15.2	39.9	16.1
Real Estate	47.7	36.4	38.6	1.6	18.4	11.2
Retail	21.1	20.0	22.6	29.4	21.2	26.1
Transportation or Warehousing	18.2	38.7	21.4	16.3	45.1	6.5
Utilities	8.7	23.5	19.6	10.0	30.6	34.7
Wholesale trade	25.4	35.7	56.0	17.7	11.4	15.0
Other	13.9	47.0	33.9	23.1	40.7	5.1

Note: Individuals can participate in more than one entrepreneurial activity so rows will not sum to 100%.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.





## 5. SUMMARY FINDINGS

The primary findings from the EPOP-IN Survey are organized into four topics: a summary of the activities of Indiana business owners and freelancers, the path towards pursuing entrepreneurship, challenges with and withdrawal from entrepreneurship, and perceptions of entrepreneurship among non-entrepreneurs.

### 5.1 BUSINESS OWNERSHIP AND FREELANCING IN INDIANA

Table 5.1 shows an overview of the characteristics of current business owners and freelancers' businesses. The majority of respondents reported that their business was established in 2010 or later, with 71% of business owners and 80% of freelancers reporting this start date, respectively.

When examining how businesses were acquired for current business owners, 79% of respondents reported that they founded or started their business. When asked about the size of their workforce, both business owners and freelancers most often reported that their businesses did not have large workforces, with 87% of business owners reporting fewer than 20 employees and 72% of freelancers reporting no employees. On average, freelancers commit nearly the same number of hours to their business as business owners. Only one fourth of freelancers consider their business their primary job, while over half of business owners reported the same. Table 5.1 shows how 56% of current business owners reported their business was their primary job versus only 27% of current freelancers. In other words, business owners are over twice as likely to report their business as their primary job when compared to freelancers. Yet with this ratio in mind, freelancers only reported working slightly less hours for their business, at 23 hours per week compared to business owners' 27 hours per week.

**Business owners and freelancers most often reported that their businesses did not have large workforces:**

- 87% of business owner with fewer than 20 employees
- 72% of freelancers reporting no employees

**TABLE 5.1 Overview of Businesses and Freelance Activities**

Characteristics	Percent Reported	
	Current Business Owner	Current Freelancer
<b>Year Established</b>		
Before 2000	11.4	10
2000-2009	17.4	10.7
2010-2019	43.3	37.7
2020 or later	28	41.6
<b>How Business was Acquired</b>		
Founded or started	78.6	-
Purchased	12.8	-
Inherited	4.5	-
Received transfer of ownership or gift	4.1	-
<b>Number of Employees</b>		
No employees	45.7	72.1
1-3 employees	20.8	11.6
4-19 employees	20.7	9.8
20 or more employees	12.8	6.6
<b>Business/Freelance Activity is Primary Job</b>	<b>55.6</b>	<b>27</b>
<b>Average Work Hours at Business</b>	<b>26.9</b>	<b>23</b>

Note: "-" indicates this question was not asked of this entrepreneurship category; missing or suppressed values are excluded from calculations.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

Business owners report significantly higher revenue compared to freelancers. Table 5.2 depicts how one-third of current business owners reported total revenues of at least \$50,000, while one-third of current freelancers reported \$0 of total revenue. Each of these responses was the most common response by each entrepreneurial group when asked what their total revenue was for 2021. But overall, when asked about their total profit margin for 2021, both groups often reported that their business had profits, at 47% of business owners and 42% of freelancers, respectively.

**Business owners report significantly higher revenue compared to freelancers.**


**TABLE 5.2 Overview of Business and Freelancing Earnings**

Characteristics	Percent Reported	
	Current Business Owner	Current Freelancer
<b>Business is Primary Income</b>	<b>48.2</b>	<b>29.8</b>
<b>2021 Total Revenue</b>		
\$0	20	33.7
\$1-\$999	15.3	15.8
\$1,000-\$9,999	12.8	19.9
\$10,000-\$49,999	19.6	21.6
\$50,000 or more	32.3	9
<b>2021 Profit Margin</b>		
Profits	47.3	41.5
Losses	26	13.6
Break even	16	24
Not applicable	10.7	20.9

Note: Missing and suppressed values are excluded from calculations.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

When considering the benefits available to employees, current business owners reported offering fewer employee benefits than non-entrepreneurs reported receiving. Figure 5.1 shows that only two-thirds of business owners with employees reported offering any employee benefits, but over 84% of non-entrepreneurs reported receiving benefits from their employers. When examining specific benefits, 75% of non-entrepreneurs receive paid holidays, and 59% received health insurance and contributions to their retirement from their employer. But when asking current business owners what benefits they offer, only 39% offer paid holidays, 34% offer health insurance, and only one-fifth reported contributing to their employee's retirement.

**Current business owners reported offering fewer employee benefits than non-entrepreneurs reported receiving.**

**FIGURE 5.1 Employee Benefits Offered by Current Business Owners**

	Business Owners to Employees	Non-Entrepreneurs by Employer
No Benefits Offered/Provided	32.9	15.8
Any Benefit Offered/Provided	67.1	84.2
Paid holidays	38.7	75.6
Paid sick leave	36.2	48.6
Health insurance	33.7	59.1
Paid family leave	21.7	31.8
Contributions to retirement	20.3	59.3
Profit sharing or stock options	18.3	20.3
Tuition assistance	7.3	22.4
Other	4.6	1.0



Note: Missing values are excluded from calculations.  
Source: NORC. Entrepreneurship in the Population: Indiana Survey, 2023.

Current business owners often report being in the professional services and production industries, while current freelancers report a more diverse range of industries. Table 5.3 displays the entrepreneurial makeup by industry, showing 28% of business owners work in professional services and 27% work in production and distribution. These industries were also the most common for freelancers, but at a smaller proportion of the sample at 19% and 18%, respectively. Freelancers were more likely to report working in all other industries, with at least 10% of freelancer respondents reporting working in each industry. The only exception is the retail industry, where only 6% freelancer respondents reporting to work in this field.

#### Current Business Owners:

- often report being in the professional services and production industries

#### Current Freelancers:

- report a more diverse range of industries

**TABLE 5.3 Business Ownership and Freelancing by Industry**

Industry	Percent Reported	
	Current Business Owner	Current Freelancer
Accommodation and Food Services	6.6	10.5
Arts, Entertainment, and Recreation	6.4	12
Educational Services and Health Care/Social Assistance <sup>1</sup>	8.2	9.5
Finance and Insurance, Information, Real Estate, Professional/Scientific/Technical Services <sup>2</sup>	27.5	18.7
Other Services	5	13.6
Retail	12.5	6.3
Construction, Manufacturing, Transportation, Warehousing, and Wholesale Trade <sup>3</sup>	27.3	18.3
All other <sup>4</sup>	6.6	11.1

Note: Some industry groups presented in the table are combined from multiple NAICS categories. <sup>1</sup>combines Educational Services and Healthcare and Social Assistance; <sup>2</sup>combines Finance and Insurance, Information, Real Estate, and Professional, Scientific and Technical Services; <sup>3</sup>combines Construction, Manufacturing, Transportation or Warehousing, and Wholesale trade; <sup>4</sup>combines Administrative Support, Waste Management, and Recreation; Agriculture, Forestry, Fishing, and Hunting, and Utilities; Missing values are excluded from calculations.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

Over the next 5 years, both current business owners and freelancers most often reported the main goal for their business is growth. Table 5.4 shows that, across all industries, 55% of business owners and 45% of freelancers reported “growing the business” as their top goal for the near future. This goal was most cited by respondents working in accommodation, food services, arts, entertainment, recreation, and retail industries, across both entrepreneurial groups. The only industry that did not report growth as its top goal was

**Growth is the most often reported main goal for both current business owners and freelancers over the next 5 years.**



freelancers who work in educational services and health care/social assistance. This subgroup's top goal was to maintain current operations, at 40% of respondents, respectively.

**TABLE 5.4 Business Owners and Freelancers Top Goal for the Next Five Years**

Industry	Percent Reported					
	Business Owners			Freelancers		
	Grow the business	Maintain current operations	Other goal	Grow the business	Maintain current operations	Other goal
<b>Overall</b>	<b>54.5</b>	<b>24.8</b>	<b>20.7</b>	<b>45.2</b>	<b>29.8</b>	<b>24.9</b>
<b>Industry</b>						
Accommodation and Food Services	71	5.3	23.7	37.9	10.4	51.8
Arts, Entertainment, and Recreation	65.2	28.2	6.7	64.2	16	19.8
Educational Services and Health Care/Social Assistance <sup>1</sup>	48.3	14.5	37.2	27.6	40.4	32
Finance, Insurance, Information, Real Estate, Professional/Scientific/Technical Services <sup>2</sup>	38.2	37.6	24.2	32.8	31	36.2
Other Services	77.2	11.6	11.3	62.9	32.5	4.6
Retail	66.8	12.1	21.1	63.5	32	4.5
Construction, Manufacturing, Transportation, Warehousing, and Wholesale Trade <sup>3</sup>	59.7	25.7	14.5	41.3	36.8	21.9
All other <sup>1</sup>	57.9	23.3	18.8	43.3	40.9	15.8

Note: Some industry groups presented in the table are combined from multiple NAICS categories. <sup>1</sup>combines Educational Services and Healthcare and Social Assistance; <sup>2</sup>combines Finance and Insurance, Information, Real Estate, and Professional, Scientific and Technical Services; <sup>3</sup>combines Construction, Manufacturing, Transportation or Warehousing, and Wholesale trade; <sup>4</sup>combines Administrative Support, Waste Management, and Recreation; Agriculture, Forestry, Fishing, and Hunting, and Utilities; Missing values are excluded from calculations; Other goal includes scaling back business and exiting business (such as close, sell, or transfer ownership).

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

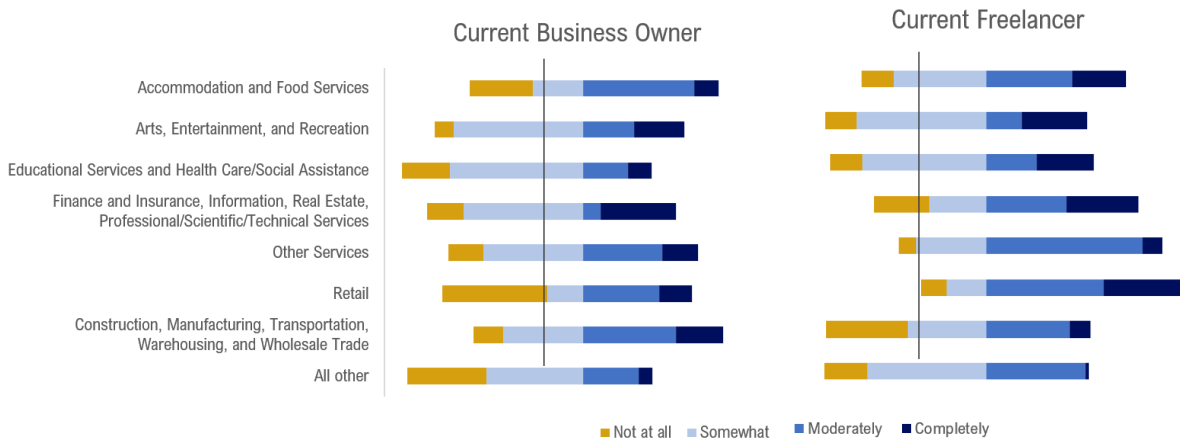
Business owners were more likely than freelancers to report not having access to the support and resources they needed to meet their business goals. Figure 5.2 depicts the responses of current entrepreneurs by industry when asked about their access to support and resources. Across all industries, freelancers reported access to support and resources more often than or at the same rate as business owners. The only exception is the production and distribution industry, where only 39% of freelancers reported receiving at least moderate support compared to 56% of business owners.

**Business Owners were more likely than Freelancers to report not having access to the support/resources they need to meet their business goals.**





**FIGURE 5.2 Self-Reported Access to Support and Resources Needed to Meet Business Goals**



Note: Survey questions asks: "To what extent do you feel that you have access to the support and resources you need in your community to successfully meet your business' goals?"; Missing values are excluded from calculations.  
Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

Business owners typically reported that they intend to stay in their business long-term, while freelancers' expectations for the length of time they planned to continue their work varied by industry. Over 50% of current business owners responded that they intended to stay in their business for 10 or more years, while only 33% of freelancers responded the same, as displayed in Table 5.5.

Freelancers working in arts, entertainment, and recreation, as well as production and distribution were the most likely to report that they intend to stay in their business for 10 or more years, at 50% and 46% respectively. While over two thirds of freelancers working in accommodation and food services and retail reported they intend to spend less than 3 years in their business, at 69% and 68% respectively. For business owners the only industry that reported less than 10 years was education and health services, where only 32% of respondents reported planning to stay in their business for 10 or more years.

#### Current Business Owners:

- report they intend to stay in their business long-term, while

#### Current Freelancers:

- report for the length of time they planned to continue their work varied by industry


**TABLE 5.5 Time Planned to Stay in Business**

Industry	Percent Reported					
	Business Owners			Freelancers		
	Less than 3 years	3-9 years	10 or more years	Less than 3 years	3-9 years	10 or more years
<b>Overall</b>						
<b>Total</b>	<b>16.8</b>	<b>32.7</b>	<b>50.6</b>	<b>34.6</b>	<b>32.1</b>	<b>33.33</b>
<b>Industry</b>						
<b>Accommodation and Food Services</b>	<b>28.2</b>	<b>14.6</b>	<b>57.2</b>	<b>68.8</b>	<b>13.2</b>	<b>18</b>
<b>Arts, Entertainment, and Recreation</b>	<b>7.4</b>	<b>29.4</b>	<b>63.2</b>	<b>20.8</b>	<b>29.4</b>	<b>49.8</b>
<b>Educational Services and Health Care/Social Assistance<sup>1</sup></b>	<b>34.5</b>	<b>33.5</b>	<b>32.1</b>	<b>31.5</b>	<b>47.8</b>	<b>20.7</b>
<b>Finance and Insurance, Information, Real Estate, Professional/Scientific/Technical Services<sup>2</sup></b>	<b>16.5</b>	<b>37</b>	<b>46.6</b>	<b>24.7</b>	<b>42.2</b>	<b>33.2</b>
<b>Other Services</b>	<b>6.4</b>	<b>34.5</b>	<b>59.1</b>	<b>11.3</b>	<b>31.6</b>	<b>57.1</b>
<b>Retail</b>	<b>27.7</b>	<b>14.3</b>	<b>58.1</b>	<b>67.9</b>	<b>12.8</b>	<b>19.3</b>
<b>Construction, Manufacturing, Transportation, Warehousing, and Wholesale Trade<sup>3</sup></b>	<b>7.2</b>	<b>38.6</b>	<b>54.1</b>	<b>33.8</b>	<b>20.6</b>	<b>45.6</b>
<b>All other<sup>4</sup></b>	<b>23.6</b>	<b>44.3</b>	<b>32.1</b>	<b>40.1</b>	<b>55.1</b>	<b>4.7</b>

Note: Some industry groups presented in the table are combined from multiple NAICS categories. <sup>1</sup>combines Educational Services and Healthcare and Social Assistance; <sup>2</sup>combines Finance and Insurance, Information, Real Estate, and Professional, Scientific and Technical Services; <sup>3</sup>combines Construction, Manufacturing, Transportation or Warehousing, and Wholesale trade; <sup>4</sup>combines Administrative Support, Waste Management, and Recreation; Agriculture, Forestry, Fishing, and Hunting, and Utilities; Missing and "I don't know" responses are excluded from calculations.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

## 5.2 PURSUING ENTREPRENEURSHIP

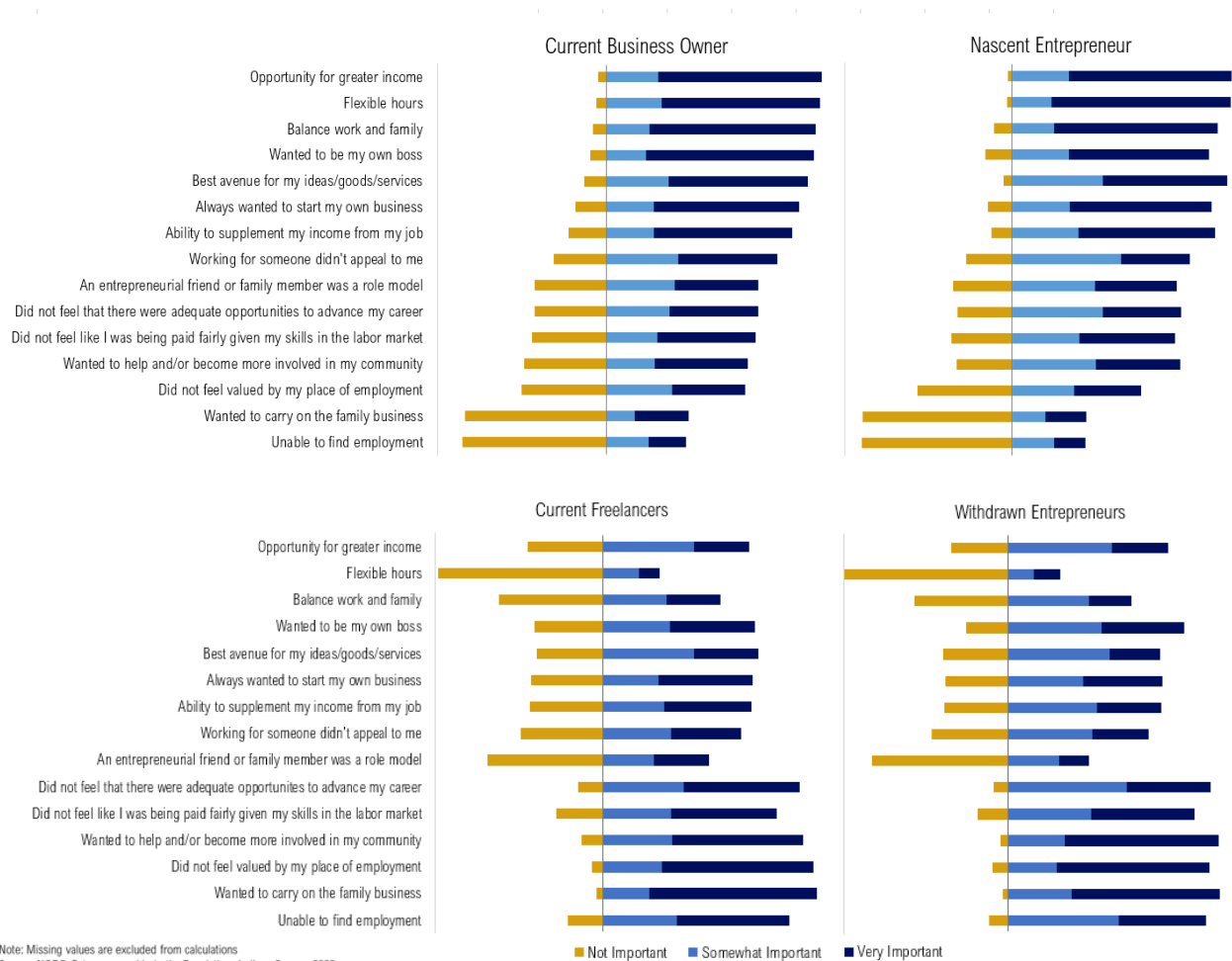
Questions about respondents' experiences with starting or trying to pursue an entrepreneurial activity were asked of current business owners, current freelancers, nascent entrepreneurs, and withdrawn entrepreneurs. This information provides insights into the motivations and challenges faced by this entrepreneurial group in Indiana.

Respondents were asked to indicate the importance of 15 motivators in their decision to pursue entrepreneurship. Figure 5.3 shows how current business owners and nascent entrepreneurs rated the importance of each motivator. For current business owners, four motivators stood out as especially impactful. Ninety-seven percent reported the opportunity for greater income and 96% reported flexible work hours as either somewhat or very important. These motivators are closely followed by work-family balance and respondents' wanting to be their own boss, at 94% and 93% respectively. At least 70% of respondents reported these four motivators as "very important." Motivators infrequently cited as important include wanting to continue the family business and being unable to find employment. The results are overwhelmingly consistent between current business owners and nascent entrepreneurs.



Current freelancers and withdrawn entrepreneurs both valued continuing their family business, becoming more involved in their community, and working in a place that they feel valued. These groups varied greatly from current business owners and nascent entrepreneurs in keyways, with 74% of freelancers and 76% of withdrawn entrepreneurs reporting that flexible hours were not a factor in their choice to pursue entrepreneurship. And while the opportunity for a greater income was still valued by most freelancers and withdrawn respondents, 37% of freelancers and 26% of withdrawn entrepreneurs reported it was not an important reason in their career choice. Both rates significantly less than current business owner and nascent respondents.

**FIGURE 5.3** Reasons for Pursuing Entrepreneurship





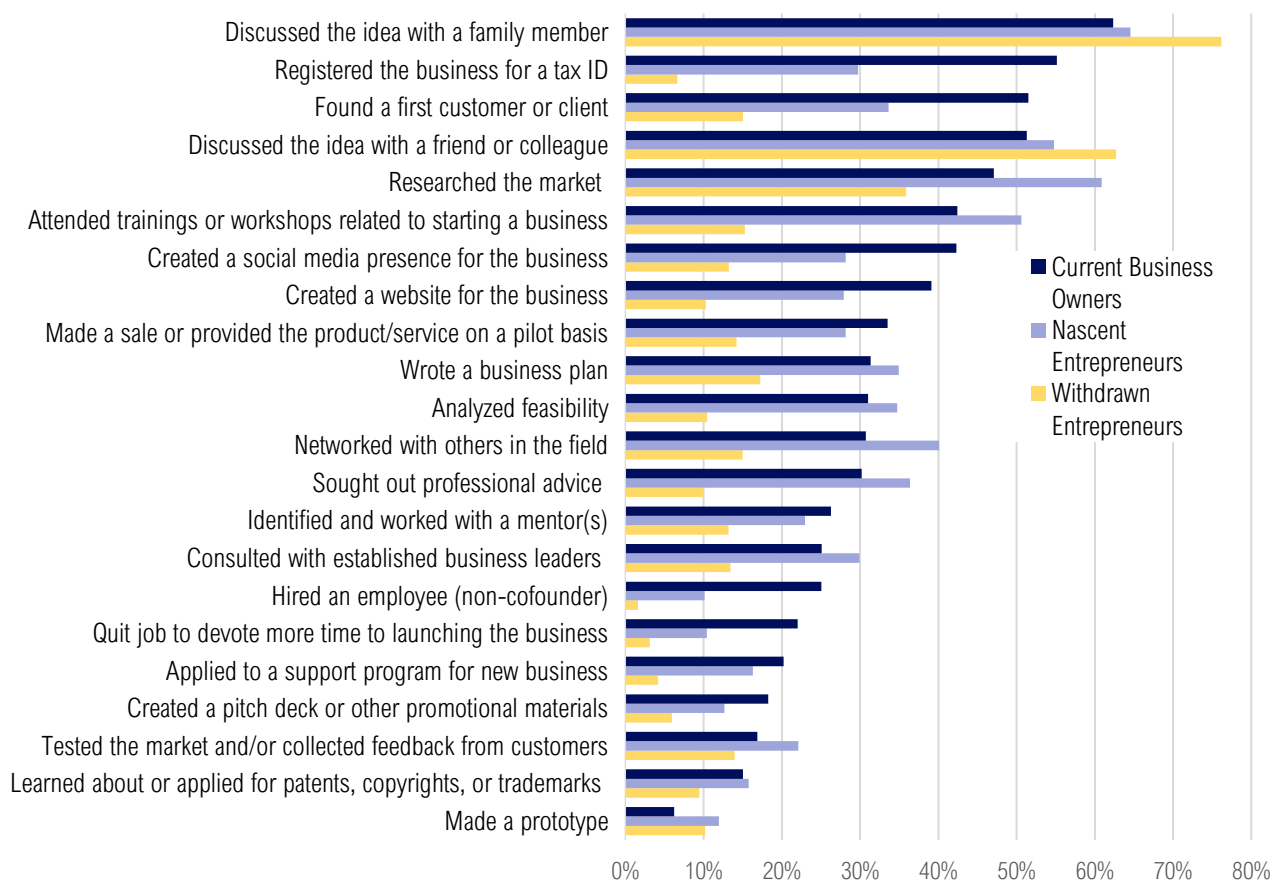
Entrepreneurs were also asked about the steps they took to pursue their business or freelancing ideas. Figure 5.4 shows 22 non-financial steps and whether current business owners, nascent entrepreneurs, and withdrawn entrepreneurs reported completing. For each entrepreneurial

**For each entrepreneurial group, discussing the idea with a family member was the most frequently reported step taken.**

group, discussing the idea with a family member was the most frequently reported step taken. The primary difference between current business owners and nascent entrepreneurs is the extent to which they reported registering the business for a tax ID, with 55% of current business owners reporting this step compared

to only 30% of nascent entrepreneurs. Other steps frequently reported include finding a first customer or client, and discussing the idea with a friend, work colleague, classmate, or acquaintance, and conducting market research. Withdrawn entrepreneurs differed from current business owners and nascent entrepreneurs in that there are only three steps that are frequently reported: discussing the idea with a family member, discussing the idea with a friend or colleague, and researching the market. Fewer than 20% of withdrawn entrepreneurs reported any of the other 19 steps.

**FIGURE 5.4 Non-Financing Steps Taken to Pursue Entrepreneurship**

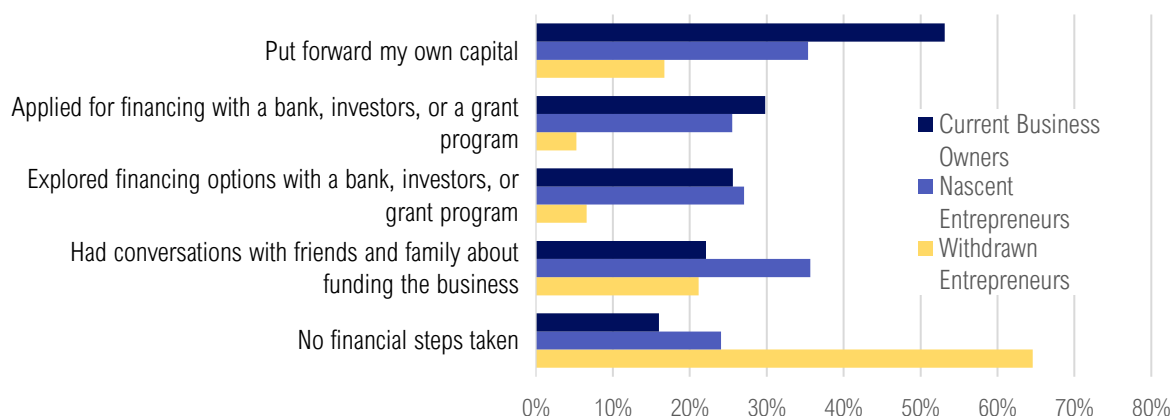


Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



Figure 5.5 shows respondents' reports of financial steps taken when pursuing entrepreneurship. Among current business owners, the most common step reported was having put forward their own capital with over half (53%) reporting this step. Less frequent steps were having conversations with friends and family about funding the business, exploring financing options, and applying for financing, with between 20% and 30% of current business owners reporting having taken these steps. Nascent entrepreneurs are equally likely to have reported putting forward their own capital and having conversation with friends and family about funding the business, with approximately 35% reporting these steps. Nascent entrepreneurs and current business owners are similar in their reports of having explored and applied for financing. In contrast to current business owners and nascent entrepreneurs, most withdrawn entrepreneurs (65%) reported having taken no financing steps when they were pursuing their entrepreneurship idea. Only 17% reporting using their own capital and fewer than 10% reported exploring or applying for financing.

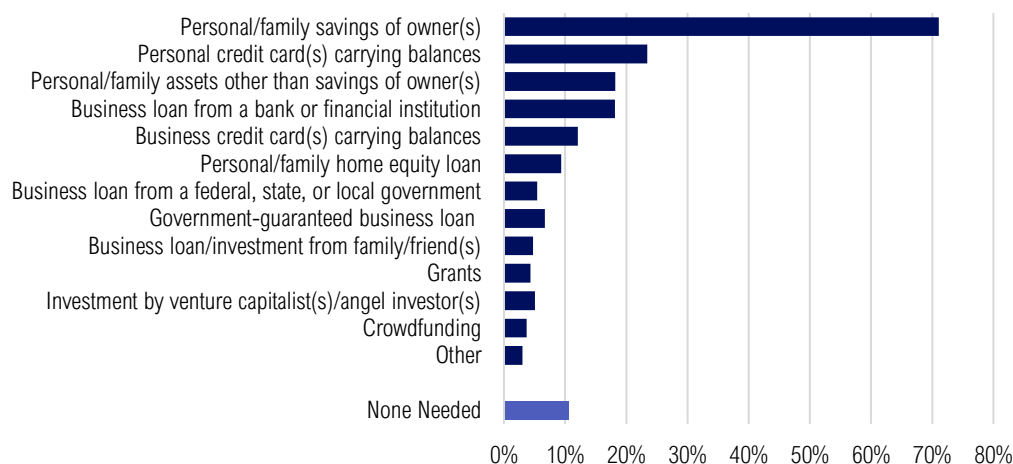
**FIGURE 5.5 Financing Steps Taken to Pursue Entrepreneurship**



Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

In addition to assessing reasons for pursuing entrepreneurship and the steps taken to start a business, respondents were also asked about the financing sources used to cover the costs related to pursuing or starting their business. Figure 5.6 shows that most current business owners (71%) reported that they used their personal savings (or the personal savings of a co-owner) to finance their startup. The second most frequently used financing source was personal credit cards with 23% reporting this source of financing. Personal assets other than savings and business loans from banks were also highly cited, with 18% of current business owners reporting each source. Generally, current freelancers, nascent entrepreneurs, and withdrawn entrepreneurs each reported lower usage of each financing source and were more likely to report not needing funding to start their business or freelancing compared to current business owners (not shown in figure). Complete results are available in Appendix A.

**71% of Current Business Owners reported they or their co-owner used their personal savings to finance their startup.**

**FIGURE 5.6 Funding Sources among Current Entrepreneurs**

Note: Missing values are omitted from percent calculations

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

Table 5.6 provides the fundings sources for current business owner’s startup capital across industry. Arts, entertainment, and recreation and retail industries reported high use of personal funding sources through savings (86%, 80%), assets other than savings (18%, 24%), and credit cards (26%, 19%). Construction, manufacturing, transportation, warehousing, and wholesale trade industries also reported high use of personal asserts other than savings (26%) and especially high use of personal credit cards (41%). Aside from the selected personal funding sources, business loans were the most frequently cited funding source. Arts, entertainment, and recreation (9%), other services (9%), and construction, manufacturing, transportation, warehousing, and wholesale trade (10%) industries reported low use of business loans relative to the remaining industry categories, which each reported over 20% of financing from this source. The use of grants was minimal (less than 1%) across all industry groups.



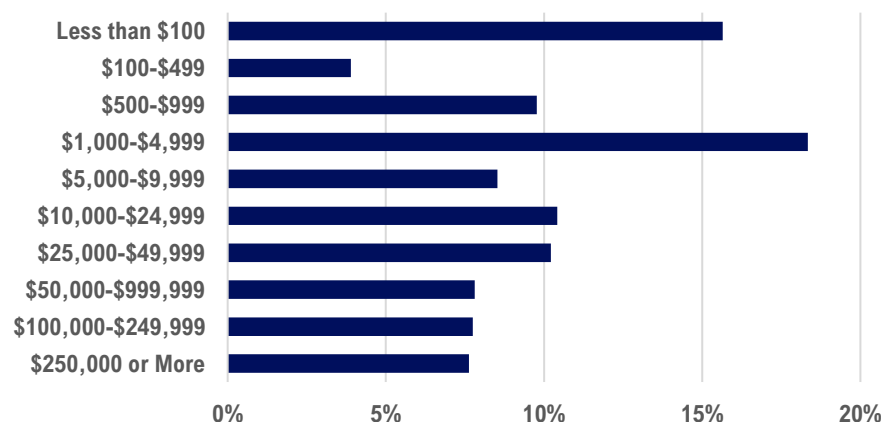
**TABLE 5.6 Selected Funding Sources by Industry Among Current Business Owners**

Industry	Percentage Reported						
	Personal/family savings of owner(s)	Personal/family assets other than savings of owner(s)	Personal credit card(s) carrying balances	Business loan from a bank or financial institution	Grants	Other source	No funding needed
Accommodation and Food Services	76.6	3.6	6.9	22.4	0.0	13.9	17.2
Arts, Entertainment, and Recreation <sup>1</sup>	85.5	17.5	25.7	8.6	0.2	29.4	2.3
Educational Services and Health Care/Social Assistance <sup>2</sup>	73.7	13	19.6	20.8	0.1	28.8	7.3
Finance and Insurance, Information, Real Estate, Professional/Scientific/Technical Services	75.4	16.5	12.7	26.3	0.0	31	9.8
Other Services	69.6	11.2	26.4	8.9	0.0	11.6	18.8
Retail	80.4	23.5	19.3	22.4	0.0	33.9	4.0
Construction, Manufacturing, Transportation, Warehousing, and Wholesale Trade <sup>3</sup>	65.4	25.6	41.1	9.5	0.0	26.7	14.9
All other <sup>4</sup>	46.7	23.9	28.5	25.5	0.0	55.7	2.7

Note: Some industry groups presented in the table are combined from multiple NAICS categories. <sup>1</sup>combines Educational Services and Healthcare and Social Assistance; <sup>2</sup>combines Finance and Insurance, Information, Real Estate, and Professional, Scientific and Technical Services; <sup>3</sup>combines Construction, Manufacturing, Transportation or Warehousing, and Wholesale trade; <sup>4</sup>combines Administrative Support, Waste Management, and Recreation; Agriculture, Forestry, Fishing, and Hunting, and Utilities; "Other source" encompasses all remaining funding sources not shown in the table; Missing values are omitted from percent calculations  
Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

Figure 5.7 shows the total funding amounts across all sources for current business owners. Nearly 16% of current entrepreneurs reported starting they business with less than \$100 in startup fundings, with 48% reporting less than \$1,000 in startup funds. Alternatively, 23% reported amounts greater than \$50,000 with individual reports reaching above \$250,000.

**FIGURE 5.7 Start Up Financing Amount of Current Business Owners**



Note: Missing values are omitted from percent calculations  
Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.





Funding amount by industry in Table 5.7 shows that finance and insurance, information, real estate, professional/scientific/technical services industries used the most startup funds with nearly half (47%) of business owners reporting that they used at least \$25,000. Accommodation and food services, arts, entertainment, and recreation, and retail each show that roughly 35% used at least \$25,000. The “other services” industry group shows the lowest startup amounts with 64% reporting less than \$5,000 in funds. In terms of low startup amounts, accommodation and food services educational services and health care/social assistance closely follow with 60% and 62% respectively reporting less than \$5,000 in funds.

**TABLE 5.7 Start Up Financing by Industry Among Current Business Owners**

Industry	Percent Reported Start Up Financing				
	Less than \$1,000	\$1,000-\$4,999	\$5,000-\$9,999	\$10,000-\$49,999	\$50,000 or More
Accommodation and Food Services	30.3	31.9	1.2	10.1	26.5
Arts, Entertainment, and Recreation	28.3	14.2	9.3	29.8	18.3
Educational Services and Health Care/Social Assistance <sup>1</sup>	42.6	17.2	15.4	3.7	21.2
Finance and Insurance, Information, Real Estate, Professional/Scientific/Technical Services <sup>2</sup>	24.1	14.3	9.0	23.6	28.8
Other Services	29	35.3	14.3	18.9	2.5
Retail	22.8	12.8	8.9	25.1	30.6
Construction, Manufacturing, Transportation, Warehousing, and Wholesale Trade <sup>3</sup>	30.9	17.7	5.8	26.5	19.1
All other <sup>4</sup>	36.1	19.9	8.8	8.4	26.9

Note: Some industry groups presented in the table are combined from multiple NAICS categories. <sup>1</sup>combines Educational Services and Healthcare and Social Assistance; <sup>2</sup>combines Finance and Insurance, Information, Real Estate, and Professional, Scientific and Technical Services; <sup>3</sup>combines Construction, Manufacturing, Transportation or Warehousing, and Wholesale trade; <sup>4</sup>combines Administrative Support, Waste Management, and Recreation; Agriculture, Forestry, Fishing, and Hunting, and Utilities; Missing values are not reported in this chart.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

In addition to the sources and amounts of funding obtained for an entrepreneurial startup, the EPOP-IN Survey also examines the extent to which entrepreneurs were not able to fundings from different sources. The results in Table 5.8 show that current business owners generally are more likely than other entrepreneurial groups to report that they were not able to obtain a funding source, which could be due to the number of attempts made at obtaining funding. Among current business owners, 19% reported not being able to obtain a business credit card. Loans were the second highest cited “failed” request, with 18% reporting not being able to obtain a business loan from family or friends, 18% from a bank, and 15% for a federal, state, or local government source. The survey also asked whether entrepreneurs did not receive the full amount of funding that they request from each source, but few respondents indicated this occurred, so these results are not presented here. Complete results are available in Appendix A.

**TABLE 5.8** Funding Sources Requested but not Received when Starting or Trying to Start Business

Funding Source	Percent Reporting That They Requested but Did Not Receive Funding Source			
	Current Business Owner	Current Freelancer	Nascent Entrepreneur	Withdrawn Entrepreneur
Business Credit Card(s)	18.9	12.7	14.0	3.7
Business loan/investment from family/friend(s)	18.0	9.3	8.8	3.5
Business loan from a bank or financial institution	17.5	9.4	7.9	3.9
Government-guaranteed business loan from a bank or financial institutions*	16.1	9.3	15.0	2.7
Business loan from a federal, state, or local government	15.1	8.7	9.1	1.5
Grants	14.5	7.9	15.1	2.8
Crowdfunding (Kickstarter, Indiegogo, etc.)	12.3	6.7	5.0	1.8
Investment by venture capitalist(s)/angel investor(s)	10.9	6.7	7.8	2.4

Note: \*Includes SBA-guaranteed loans

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

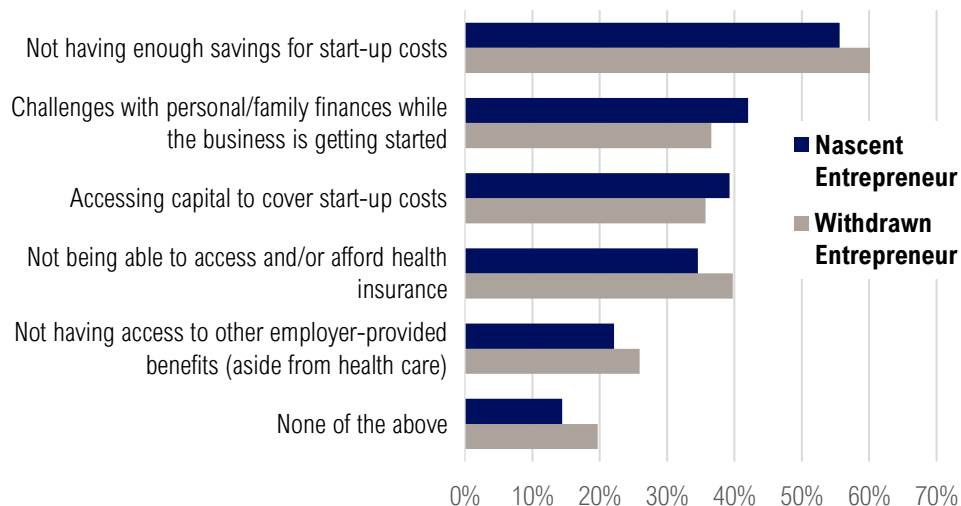
### 5.3 CHALLENGES WITH ENTREPRENEURSHIP

EPOP-IN Survey respondents who reported either planning to pursue entrepreneurship (“nascent entrepreneurs”) or that they had withdrawn from entrepreneurship planning responded to a series of questions on the challenges that they faced when starting their business. This section examines their reported challenges by entrepreneurial group, industry category, and racial group.

Respondents had the opportunity to choose from 24 challenges encountered while pursuing entrepreneurship. The below figures present the challenges entrepreneurs reported, categorized by the type of challenge. Across all categories of challenges, entrepreneurs reported the two greatest challenges were “not knowing where to start” and not having enough startup funds. Over half of respondents reported these two items.

#### The two greatest challenges reported by entrepreneurs:

- “not knowing where to start”
- not having enough startup funds

**FIGURE 5.8 Financial Challenges Faced by Nascent and Withdrawn Entrepreneurs**

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

Looking specifically at financial challenges, business planners and withdrawn entrepreneurs both reported that not having enough savings to cover start-up costs as their biggest financial challenge. Figure 5.8 displays that 60% of withdrawn respondents and 56% of nascent respondents reported not having enough savings for start-up costs as their greatest financial challenge. Challenges to personal finances, accessing capital, and not having access to health insurance were reported as challenged by at least one-third of nascent and withdrawn entrepreneurs.

#### **Business Planners and Withdrawn Entrepreneurs:**

**Both groups report not having enough savings to cover start-up costs as their biggest financial challenge.**

#### **Business Planners and Withdrawn Entrepreneurs:**

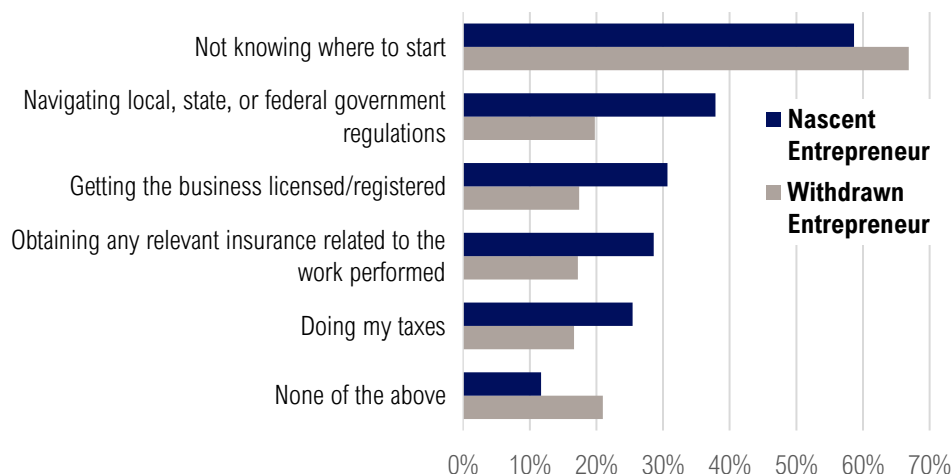
**Both groups report struggles with knowing where to start their businesses.**

Nascent and withdrawn entrepreneurs struggle with knowing where to start with their business. Figure 5.9 displays that 59% of business planners and 67% of withdrawn entrepreneurs reported not knowing where to start as their top business operations challenge. This was the highest reported challenge for both groups across all categories. Besides knowing where to start, nascent

entrepreneurs were more likely to report operational challenges than withdrawn entrepreneurs, with 21% of withdrawn respondents not reporting any operational challenges and only 12% of nascent respondents reporting the same.



**FIGURE 5.9 Business Operation Challenges Faced by Nascent and Withdrawn Entrepreneurs**

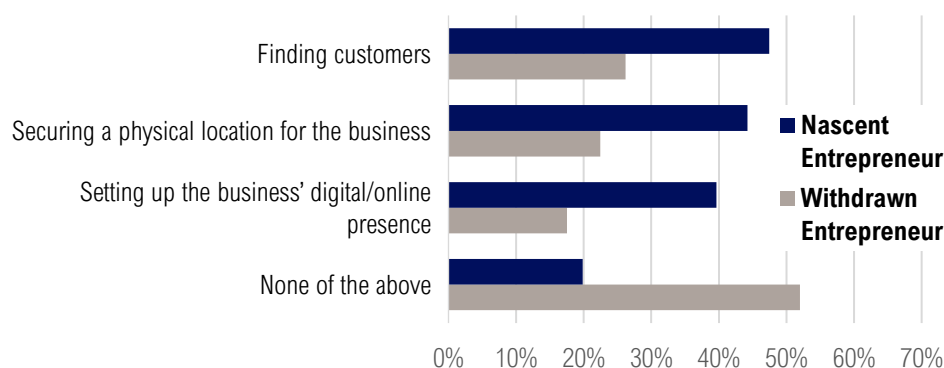


Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

Customer reach challenges were more commonly reported by nascent entrepreneurs than withdrawn entrepreneurs. Figure 5.10 displays that finding customers, setting a business location, and creating an online presence were each reported nearly twice as often by nascent respondents than withdrawn entrepreneurs. Finding customers was the most common reported customer reach challenge by both groups, with 47% of nascent entrepreneurs and 26% of withdrawn entrepreneurs reporting this challenge. Nascent entrepreneurs were more likely to report customer reach challenges compared to withdrawn entrepreneurs, with 52% of withdrawn entrepreneurs reporting no issues in this category.

**Challenges with customer reach were reported more by Nascent Entrepreneurs than Withdrawn Entrepreneurs.**

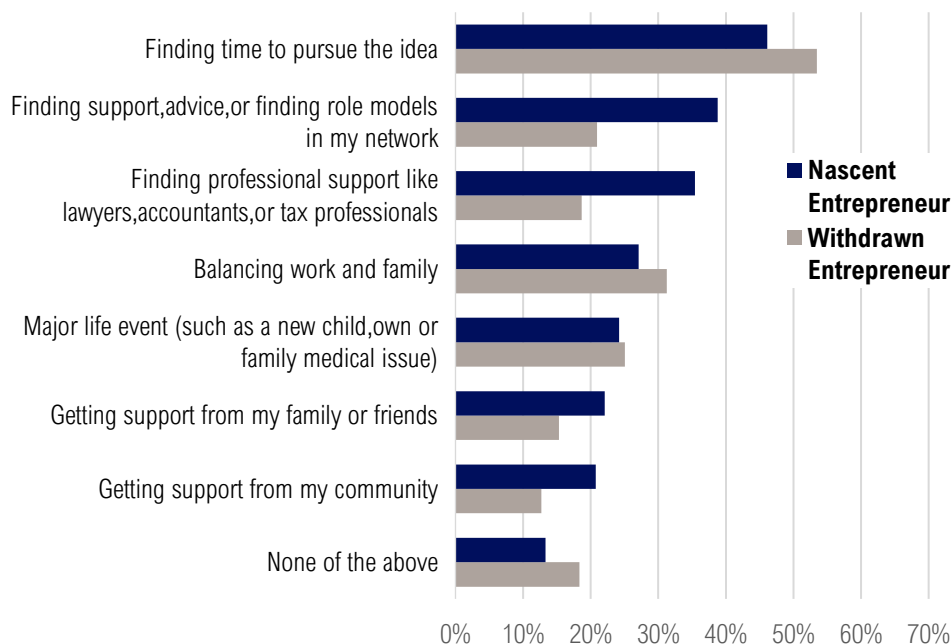
**FIGURE 5.10 Customer Reach Challenges Faced by Nascent and Withdrawn Entrepreneurs**



Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**FIGURE 5.11**      **Resource Challenges Faced by Nascent and Withdrawn Entrepreneurs**



Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

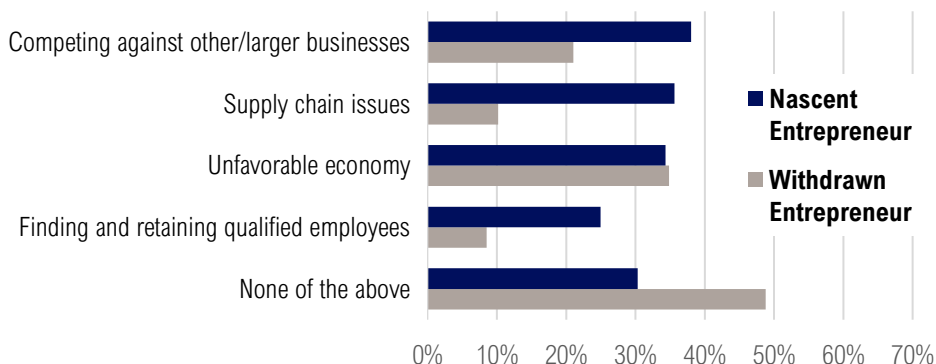
Finding time is the greatest reported resource challenge reported by nascent and withdrawn entrepreneurs. As shown in Figure 5.11, when asked what resource challenges they faced, 53% of withdrawn entrepreneurs and 46% of nascent entrepreneurs reported that finding time to pursue their business idea was an issue. For withdrawn entrepreneurs, their second and third most common resource challenge also related to time, with 31% reporting challenges balancing work and family and 25% reporting a major life event. Alternatively, nascent entrepreneurs were more likely to report lack of supports as a challenge. Nascent entrepreneurs reported challenges in finding support in their network and from professionals, at rates of 39% and 35% respectively. Only approximately 20% of withdrawn entrepreneurs reported either of these challenges.

#### **Business Planners and Withdrawn Entrepreneurs:**

**Both groups reported that *finding time* was the greatest resource challenge they faced.**



**FIGURE 5.12 Economy or Market Challenges Faced by Nascent and Withdrawn Entrepreneurs**



Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

Nascent entrepreneurs reported facing more market challenges than withdrawn entrepreneurs. As shown in Figure 5.12, over one-third of nascent entrepreneurs reported competition, supply chain issues, and an unfavorable economy as challenges faced in pursuing entrepreneurship. Withdrawn entrepreneurs were much less likely to report each market challenge with the exception of reporting an unfavorable economy. Overall, 49% of withdrawn entrepreneurs did not report market related issues as a challenge they faced in their business, while only 30% of nascent entrepreneurs reported the same. In order to examine differences in challenges across groups of respondents, Tables 5.9 and 5.10 aggregated challenges into these into five broad categories above: financial, business operations, customer reach, resource or support, and economy or market challenges.

**Nascent Entrepreneurs reported facing more market challenges than Withdrawn Entrepreneurs.**

There are considerable differences regarding the types of challenges faced in different industries as reported by withdrawn entrepreneurs. Construction, manufacturing, transportation, warehousing, and wholesale trade industries reported the greatest financial challenges, with 92% reporting facing a financial challenge when pursuing their entrepreneurship idea. This is compared to the industry with the lowest rate of financial challenges, educational services and health care/social assistance, in which only 58% reported financial challenges. Business operations was most frequently cited among accommodation and food services (93%) and resources and support were highly cited among educational services and health care/social assistance (98%) and finance and insurance, information, real estate, professional/scientific/technical services (93%). Customer reach and economy or market challenges were less frequently cited among withdrawn entrepreneurs and with less variation across industry.



**TABLE 5.9 Common Challenges Faced by Industry Among Withdrawn Entrepreneurs**

Challenges	Percentage Reported				
	Financial	Business Operations	Customer Reach	Resource or Support	Economy or Market
<b>Overall</b>					
<b>Total</b>	<b>81.7</b>	<b>81.0</b>	<b>57.4</b>	<b>82.5</b>	<b>55.8</b>
<b>Industry</b>					
<b>Accommodation and Food Services</b>	<b>83.3</b>	<b>92.5</b>	<b>54.5</b>	<b>79.5</b>	<b>37.4</b>
<b>Arts, Entertainment, and Recreation</b>	<b>68.6</b>	<b>74.6</b>	<b>39.4</b>	<b>71.3</b>	<b>41.3</b>
<b>Educational Services and Health Care/Social Assistance<sup>1</sup></b>	<b>58.0</b>	<b>87.9</b>	<b>32.8</b>	<b>97.6</b>	<b>53.1</b>
<b>Finance and Insurance, Information, Real Estate, Professional/Scientific/Technical Services<sup>2</sup></b>	<b>82.9</b>	<b>74.5</b>	<b>59.3</b>	<b>93.2</b>	<b>58.3</b>
<b>Other Services</b>	<b>74.4</b>	<b>52.6</b>	<b>66.7</b>	<b>78.2</b>	<b>46.8</b>
<b>Retail</b>	<b>85.3</b>	<b>88.2</b>	<b>61.2</b>	<b>89.9</b>	<b>64.1</b>
<b>Construction, Manufacturing, Transportation, Warehousing, and Wholesale Trade<sup>3</sup></b>	<b>91.7</b>	<b>86.0</b>	<b>41.2</b>	<b>89.2</b>	<b>70.8</b>
<b>All other<sup>4</sup></b>	<b>94.7</b>	<b>52.2</b>	<b>10.7</b>	<b>26.1</b>	<b>33.2</b>

Note: Note: Some industry groups presented in the table are combined from multiple NAICS categories. <sup>1</sup>combines Educational Services and Healthcare and Social Assistance; <sup>2</sup>combines Finance and Insurance, Information, Real Estate, and Professional, Scientific and Technical Services; <sup>3</sup>combines Construction, Manufacturing, Transportation or Warehousing, and Wholesale trade; <sup>4</sup>combines Administrative Support, Waste Management, and Recreation; Agriculture, Forestry, Fishing, and Hunting, and Utilities; Due to small cell sizes, nascent entrepreneurs could not be examined by industry; Missing values are not reported in this chart  
Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

Table 5.10 shows how challenges vary by the race and ethnicity of respondents. While most respondents reported challenges from all categories, there were some differences across racial/ethnic groups. For both nascent and withdrawn entrepreneurs, Hispanic respondents were relatively more likely to report financial and economy/market challenges than non-Hispanic White or non-Hispanic Black respondents. For most other challenges, there were fewer clear patterns across both entrepreneurial activity and race/ethnicity.



**TABLE 5.10** Racial Differences in Challenges Starting Entrepreneurship Among Nascent and Withdrawn Entrepreneurial Planners

Characteristic	Percentage Reported				
	Financial	Business Operations	Customer Reach	Resource or Support	Economy or Market
<b>Overall</b>					
<b>Total</b>	81.7	81.0	57.4	82.5	55.8
<b>NASCENT</b>					
Hispanic, any race	90.4	79.8	81.0	80.5	79.8
White, Non-Hispanic	86.2	92.5	81.6	87.9	67.2
Black, Non-Hispanic	81.3	77.4	70.1	83.3	60.6
Other	96.2	96.2	96.2	96.2	90.8
<b>WITHDRAWN</b>					
Hispanic, any race	83.1	85.3	69.0	76.6	64.8
White, Non-Hispanic	79.6	81.5	41.5	82.4	48.7
Black, Non-Hispanic	72.7	69.7	64.6	84.2	39.8
Other	84.3	54.4	49.2	71.3	52.2

Note: Missing values are not reported in this chart.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

## 5.4 UNDERSTANDING THE END OF BUSINESS OWNERSHIP, FREELANCING, AND ENTREPRENEURIAL PLANNING

EPOP-IN Survey respondents were asked about the reasons they stopped pursuing their business ideas or close their business altogether. The following results pertain to withdrawn entrepreneurs who ended the pursuit of their business, as well as former business owners and former freelancers who shut down their business or freelance activity altogether.

For many withdrawn entrepreneurs (who were at one point entrepreneurial planners but never opened a business), the main factors that led to them stepping away from their business centered on money, support, and time. Figure 5.13 displays the varying reasons why withdrawn entrepreneurs stopped pursuing entrepreneurship. Among respondents, the most common reason reported was that it was too risky to continue with the business at 43% of respondents. This “risk” may be further explained by reviewing the other reasons respondents gave for ending their pursuits. Forty-one percent of respondents reported stepping away because they did not have the financial resources needed, and 35% reported not having sufficient support. These results underline why withdrawn entrepreneurs may have viewed continuing with their business a risk.

**Main factors that led to many Withdrawn Entrepreneurs stepping away from their businesses:**

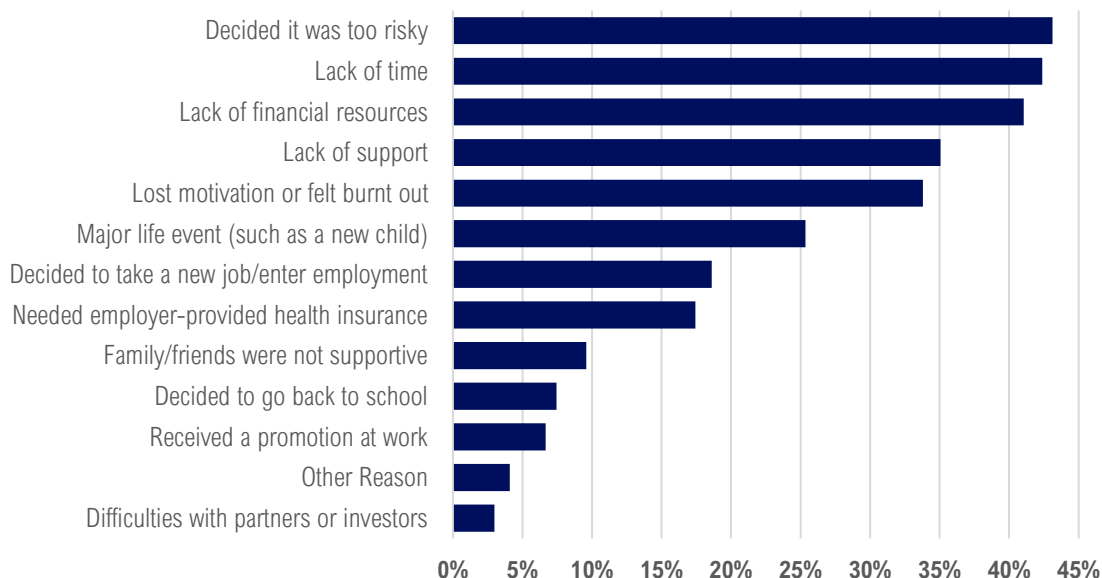
- Money
- Support
- Time

Outside of finances and support, a lack of time (42%) was the second highest reported reason by withdrawn entrepreneurs when asked why they stop pursuing their business. This response may go



hand in hand with the 34% percent reported a loss of motivation or burn out as a contributing factor, as well as 25% reported that a major life event as a factor.

**FIGURE 5.13 Factors That Contributed to Decision to Stop Pursuing Entrepreneurship Among Withdrawn Entrepreneurs**



Note: Missing values excluded from calculations. Select all that apply question.

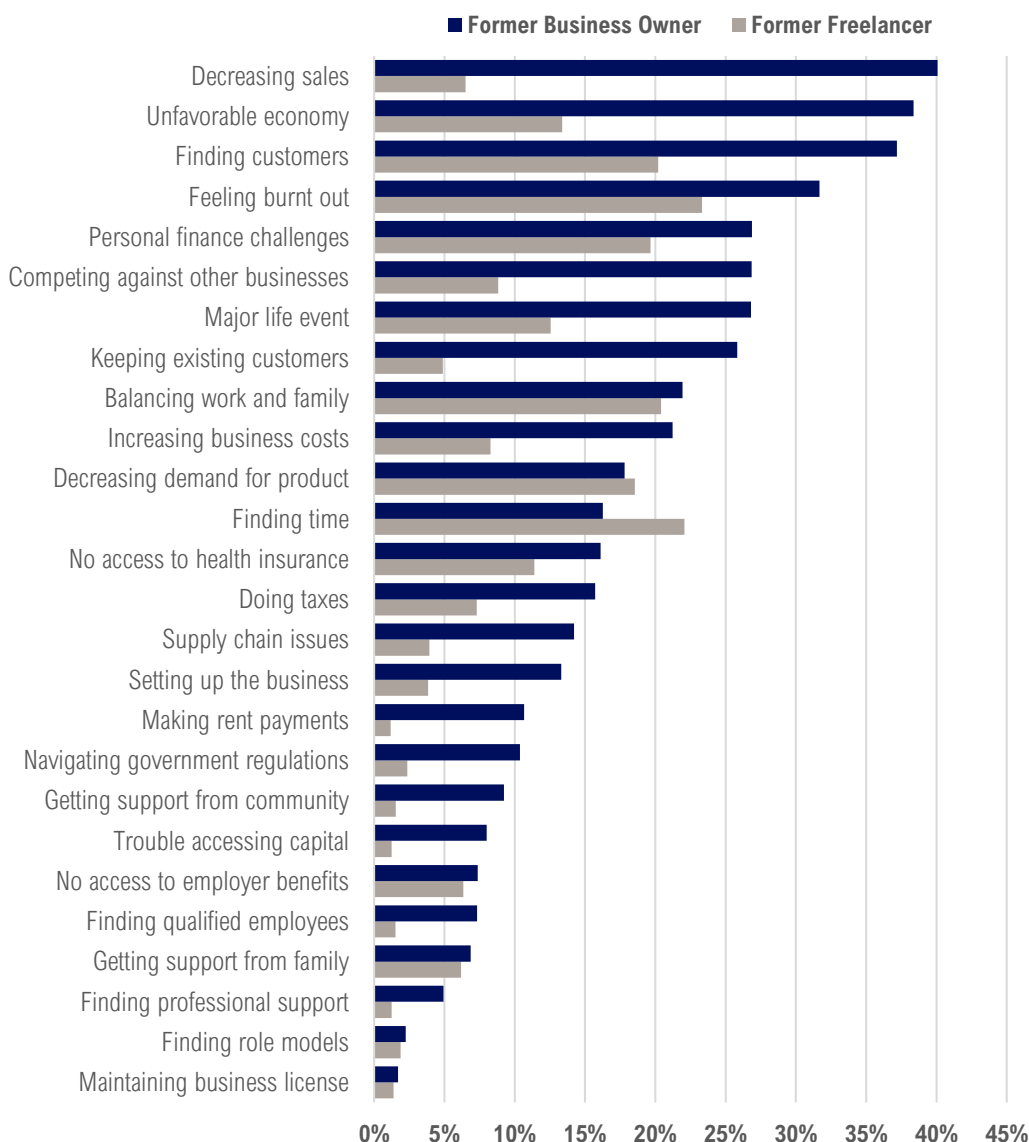
Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

Former business owners and freelancers often reported that their primary reason for closing their business was for time or money concerns. For former business owners, many of the highest reported reasons focused on money, whether it be within their business, the market, or personal finances. In Figure 5.14, the two highest reported reasons for closing their business were decreasing sales and an unfavorable economy, at 40% and 38%, respectively.

#### Former Business Owners and Freelancers:

Both groups reported that their *primary reason* for closing their business was for time and money concerns.

Similarly, former freelancers reported stepping away from their business because of financial concerns, but they also reported time as a reason more often than former business owners. The two most common reasons freelancers reported leaving their line of work were feeling burnt out and not having enough time, at 23% and 22% respectively. When it came to finances, 20% of freelancers reported that they left their business because of a lack of customers and 20% reported they left their business because of challenges with personal finances.

**FIGURE 5.14 Primary Reasons Former Business Owners and Freelancers Closed Business**

Note: Missing values excluded from calculations.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

When examining how they ended their business, both former business owners and freelancers reporting ending their business by stopping taking on work, in contrast to selling the business or declaring bankruptcy. Table 5.11 shows that 84% of former freelancers and 56% of former business owners reported ending their business by stopping the intake

### Former Business Owners and Freelancers:

Both groups reported that they ended their businesses by stopping taking on work.



of work. In addition, 27% of former business owners reported selling their business, but only 4% reported making a profit upon the sale.

**TABLE 5.11 How Business Owners and Freelancers Ended the Business**

Characteristic	Percentage Reported		
	Overall	Entrepreneurship Category	
		Former Entrepreneur	Former Freelancer
Stopped working or taking work	71.2	56	84.1
Sold business at more or less break even	6	12.2	0.8
Sold business at a loss	5.2	10.4	0.8
Bankruptcy or liquidation	3.8	7.3	0.9
Sold business at a profit	2.7	4.1	1.6
Transferred business to a family member	1.3	1.8	0.9
Other	9.8	8.2	9.3

Note: Missing values are not reported in this chart.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

Once they left their business, 75% of former business owners and freelancers reported working as a non-entrepreneur for a business or company. Table 5.12 shows that 34% of former business owners were working at another job while owning their business, and once they closed their business they continued to work in this position. This figure was even higher for former freelancers, at 47% of respondents. Only 40% of former business owners and 30% of former freelancers reporting finding a new job once they closed their business.

#### Former Business Owners and Freelancers:

**75% of both groups reported working as a non-entrepreneur for a business or company once they left their business.**

**TABLE 5.12 What Former Entrepreneurs Did After Ending their Business**

Characteristic	Percentage Reported		
	Overall	Entrepreneurship Category	
		Former Entrepreneur	Former Freelancer
Continue to work at another job in which I am currently employed	40.7	33.5	47
Take a new job/enter employment	34.3	39.7	29.6
Take a break from work	6.9	5.3	0.6
Start another business	0.3	0	7.9
Retire	10.9	14.4	6.7
Other	6.9	7.2	8.3

Note: Missing values are not reported in this chart.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



## 5.5 PERCEPTIONS OF ENTREPRENEURSHIP AMONG NON-ENTREPRENEURS

The EPOP-IN Survey also asked a series of questions of individuals who had never considered opening a business. These questions include information on respondents' current employment and their employment plans, as well as their opinions regarding entrepreneurship.

We first examine employment characteristics of non-entrepreneurs, comparing estimates from the EPOP-IN Survey to estimates from the National EPOP Survey. Table 5.13 shows that nearly half (44%) of employed non-entrepreneurs reported having worked at their current job for less than 5 years. This is somewhat higher than the national average of 39% as estimated from the national EPOP Survey. Furthermore, 20% of non-entrepreneurs in Indiana reported working at their current job for at least 20 years compared to 23% of non-entrepreneurs nationally. Taken together, the results suggest that Hoosiers have a somewhat shorter than average length of job tenure.

**TABLE 5.13 Non-Entrepreneurs Time at Current Job**

Characteristics	EPOP-IN Percent Reported	EPOP National Average
<b>Years at Current Job</b>		
<b>Less than 1</b>	<b>17.0</b>	<b>14.9</b>
<b>1 to 4</b>	<b>27.0</b>	<b>24.2</b>
<b>5 to 9</b>	<b>18.4</b>	<b>17.0</b>
<b>10 to 14</b>	<b>10.0</b>	<b>11.9</b>
<b>15 to 19</b>	<b>7.6</b>	<b>8.6</b>
<b>20 or more</b>	<b>20.0</b>	<b>23.4</b>

Note: Estimates from non-entrepreneurs who are currently working. Missing or "I don't know" responses are excluded from calculations.

Source: EPOP-IN from Entrepreneurship in the Population: Indiana Survey, 2023. National averages taken from National EPOP:2022 Public Use File.

Non-entrepreneurs were also asked questions regarding the characteristics of their employer. Table 5.14 shows that 72% of non-entrepreneurs reported working for an employer that has been in existence for a least 20 years and 85% for at least 10 years. In comparison, results from the national EPOP Survey show that 76% of employers were in existence for at least 20 years and 87% for at least 10 years. Table 5.14 also shows employers' estimated number of employees as reported by non-entrepreneurs. Approximately one-third of respondents reported that their employer employed less than 100 workers, one-fourth reported between 100 and 1,000, and the remaining 40% reported greater than 1,000 workers. In comparison, 45% of employers nationally are estimated as having greater than 1,000 workers. Taken together, these results suggest that on the whole non-entrepreneurs in Indiana work for similarly aged firms compared to the EPOP national average.

**TABLE 5.14 Non-Entrepreneurs' Reported Employer Characteristics**

Characteristics	EPOP-IN Percent Reported	EPOP National Average
<b>Years Employer has been in Business</b>		
Less than 1	6.1	3.7
1 to 4	3.9	3.7
5 to 9	5.0	5.4
10 to 14	6.9	5.1
15 to 19	6.3	5.9
20 or more	71.8	76.3
<b>Employers' Number of Workers</b>		
Fewer than 25	23.1	17.7
25 to 99	11.3	12.0
100 to 999	25.7	25.0
1,000 to 4,999	12.5	11.5
5,000 to 24,999	12.4	14.5
25,000 or more	15.0	19.2

Note: Estimates from non-entrepreneurs who are currently working. Missing or "I don't know" responses are excluded from calculations.

Source: EPOP-IN from Entrepreneurship in the Population: Indiana Survey, 2023. National averages taken from National EPOP: 2022 Public Use File.

Non-entrepreneurs were also asked about their perceptions of business ownership and why they have never considered entrepreneurship. Respondents were asked to report what their primary reason was for not pursuing entrepreneurship from a list of 16 response options.

Non-entrepreneurs often reported disinterest in entrepreneurship because of finances or that they are content with their current job/work arrangement. Figure 5.15 provides non-entrepreneurs' reported single most important reason why they are not pursuing entrepreneurship. The most frequent reported reason was that respondents were "retired or planning to retire," and in general retired individuals were overrepresented in the non-entrepreneur category, with 30% of this group reporting they were already retired.

#### **Non-Entrepreneurs report disinterest in entrepreneurship because of:**

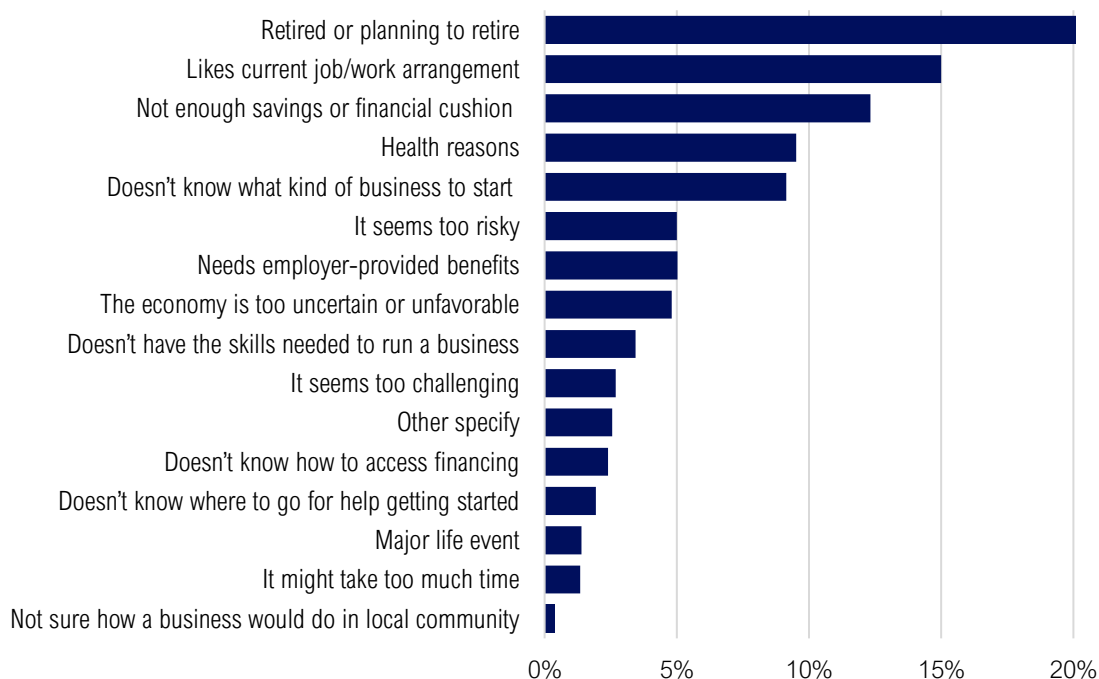
- **Finances**
- **Content with their current job/work arrangement**

Fifteen percent of non-entrepreneurs said the single most important reason for not pursuing entrepreneurship is because they like their current job. While 12% said they did not have enough savings or large enough of a financial cushion to take the step to business ownership or



freelancing. Overall, a financial related issue or uncertainty was reported as the most important reason by approximately 25% of respondents. While approximately 22% reported their most important reason was related to uncertainties in starting their business, from not knowing how to start, what kind of business to start, or overwhelmed by the challenge or risk of entrepreneurship.

**FIGURE 5.15 Non-Entrepreneurs Most Important Reason for Not Pursuing Entrepreneurship**



Note: Missing values are not reported in this chart.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

Non-entrepreneurs who identified as Hispanic or non-Hispanic Black reported personal finances as the most common reason why they never considered entrepreneurship. Figure 5.16 below displays the most common responses by racial group when asked why they never pursued entrepreneurship. Not having enough savings or financial cushion was reported as the primary reason for never pursuing entrepreneurship by 21% of Hispanic and Non-Hispanic Black respondents. This reason was only reported as the primary cause by 9% of Non-Hispanic White non-entrepreneurs. Hispanic respondents also reported higher anxiety around the economy, with 13% of Hispanic respondents saying they did not pursue entrepreneurship because “the economy is too uncertain or unfavorable” compared to only 4% of Non-Hispanic White respondents and 3% of Non-Hispanic Black respondents, respectively. Overall, 9% of respondents reported that “health reasons” were the primary reason for not pursuing entrepreneurship, but this was relatively rarely reported among Hispanic respondents. Only 1% of Hispanic respondents reported “Health reasons” as why they never considered business ownership or freelancing.

#### Hispanic or non-Hispanic Black Non-Entrepreneurs:

Both groups reported personal finances as the most common reason why they never considered entrepreneurship





**FIGURE 5.16** Non-Entrepreneurs Most Important Reason for Not Pursuing Entrepreneurship by Race/Ethnicity

Primary Reason	Percent Reported				
	Total	Hispanic, any race	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic
Retired or planning to retire	19.69	12.62	23.00	12.88	0.69
I like my current job/work arrangement	15.34	16.65	15.17	11.17	3.55
I don't have enough savings or financial cushion	11.59	20.54	9.34	20.88	8.11
Health reasons	8.96	1.14	10.41	8.41	6.24
I don't know what kind of business I would start	8.60	7.56	8.56	10.69	13.27
Refused/Don't know	5.93	4.21	5.58	2.50	20.75
It seems too risky	5.31	8.48	4.96	2.63	5.69
I need employer-provided benefits	4.72	2.26	5.69	2.40	2.16
The economy is too uncertain or unfavorable	4.53	12.97	3.60	3.30	0.76
I don't have the skills needed to run a business	3.23	2.79	3.38	3.18	4.24
It seems too challenging	2.53	0.63	2.55	5.60	0.40
I don't know how to go about accessing financing to start a business	2.26	1.70	1.52	1.56	25.64
I don't know where to go for help getting started	1.83	2.38	1.08	6.23	4.34
Major life event	1.31	0.88	1.35	1.86	1.01
It might take too much time	1.27	2.05	0.82	4.26	0.02
I'm not sure how well a business would do in my local community	0.37	0.23	0.40	0.00	1.58
Family/friends are not supportive	0.16	0.00	0.10	0.91	0.00

Note: Missing values are not reported in this chart.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023



## 6. REPORTING AND DATA DISSEMINATION

### 6.1 EPOP WEBSITE

In October 2022, NORC launched the [EPOP website](#) to share information about the national EPOP Survey. This site offers resources useful to researchers, survey participants, community advocates, business leaders, and others interested in entrepreneurship. Specific content includes announcements, an interactive data dashboard, access to public use data, and links to presentations and reports.

An announcement about the EPOP-IN Survey is featured on the [EPOP website](#).

### 6.2 REPORTS

As part of the release of the EPOP-IN Survey, three reports have provided results from statistical and qualitative analyses of the project data. The reports and brief will be released and hosted on the EPOP-IN project web page on the NORC website [EPOP-IN project web page on the NORC website](#). Both the national [EPOP website](#) and the [CICP website](#) include links to these reports on the EPOP-IN project page as well.

#### 6.2.1 Qualitative Research Findings Report

NORC also has released a Qualitative Research Findings Report that provides the full analysis of the coded data from the focus groups and in-depth stakeholder interviews. The report includes key findings, a description of methodology, and findings on main topics that arose through qualitative analysis. When relevant, the report includes quotes from qualitative participants to illustrate findings and results from the EPOP-IN Survey to provide context to results.

#### 6.2.2 Research Release Brief

To accompany the public use data, NORC has released a Research Release Brief focused on the most salient quantitative findings. In addition to an abbreviated description of methodology and overview of entrepreneurial activities across demographic characteristics, the release brief provides an overview of findings on the challenges faced by entrepreneurs and the reasons that entrepreneurs withdraw from business ownership and entrepreneurship planning.

### 6.3 DATA FILES

EPOP-IN Survey data has been provided to CICP as a public use file (PUF). There are no restrictions on how the PUF can be used. The PUF has been fully anonymized, meaning the risk of re-identification of a survey respondent is negligible. To that point, the PUF has had some variables recoded to reduce detail, and other variables have been removed entirely. Also, the PUF has undergone local suppression wherein certain values for certain records have been removed for purposes of data protection. (A full description of the recoded variables appears in *Section 5, Survey Data Processing and Editing* of the EPOP-IN Methodology Report.)



## 6.4 CITATION

When reporting on the EPOP-IN Survey data or referencing the reports, researchers should use this citation format:

<b>Public Use File (PUF):</b>	“Entrepreneurship in the Population Survey: Indiana – Public Use Data File: 2022” NORC at the University of Chicago. April, 2023.
<b>Summary Survey Findings Report:</b>	“Entrepreneurship in the Population Survey: Indiana – Summary Survey Findings Report” NORC at the University of Chicago. April, 2023.
<b>Qualitative Research Findings Report:</b>	“Entrepreneurship in the Population Survey: Indiana – Qualitative Research Findings Report” NORC at the University of Chicago. April, 2023.
<b>Research Release Brief:</b>	“Entrepreneurship in the Population Survey: Indiana – Research Release Brief” NORC at the University of Chicago. April, 2023.
<b>Methodology Report:</b>	“Entrepreneurship in the Population Survey: Indiana - Methodology Report” NORC at the University of Chicago. April, 2023.



## 7. REFERENCES

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## APPENDICES

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TABLE A.111 [GP\_NEWJOB\_2A, GP\_NEWJOB\_2B, GP\_NEWJOB\_2C]  
TABLE A.112 [GP\_NEWJOB\_2D, GP\_NEWJOB\_2E, GP\_NEWJOB\_2F]  
TABLE A.113 [DEM\_HHINC\_PUF]  
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TABLE A.118 [PE\_COVIDCONCERNA, PE\_COVIDCONCERNB]  
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TABLE A.121 [DEM\_INSURA, DEM\_INSURB, DEM\_INSURC, DEM\_INSURD, DEM\_INSURE,  
DEM\_INSURF, DEM\_INSURG]

TABLE A.122 [DEM\_DEBT]

TABLE A.123 [DEM\_RELAOWN]

TABLE A.124 [DEM\_EDU\_PUF]

TABLE A.125 [DEM\_MARITAL\_PUF]

TABLE A.126 [DEM\_HOUSEHOLD]

TABLE A.127 [DEM\_NUMCHILD\_PUF\_IN, DEM\_HOUSECHILDA\_PUF\_IN,  
DEM\_HOUSECHILDB\_PUF\_IN]

TABLE A.128 [DEM\_NUMCHILD\_PUF\_IN, DEM\_HOUSECHILDA\_PUF\_IN,  
DEM\_HOUSECHILDB\_PUF\_IN]

TABLE A.129 [DEM\_CITIZEN\_DRV]



## APPENDIX A

**TABLE A.1** [Q\_LANGUAGE]

**Would you like to take this survey in English or Spanish?**

Characteristic	Population Estimate	Percentage Reported	
		English	Spanish
Overall			
Total	5,041,840	98.45	1.55
Entrepreneurial Pathway			
Current Business Owner	615,922	98.49	1.51
Current Freelancer	554,590	99.54	0.46
Nascent Entrepreneur	253,254	99.39	0.61
Former Business Owner	424,961	99.69	0.31
Former Freelancer	484,121	96.79	3.21
Withdrawn Entrepreneur	627,661	99.30	0.70
Non-Entrepreneur	2,081,330	97.91	2.09
Region			
Indianapolis MSA	1,648,425	98.85	1.15
Balance of State	3,393,415	98.25	1.75
Racial Group			
Hispanic, any race	518,354	85.69	14.31
White, Non-Hispanic	3,520,002	99.92	0.08
Black, Non-Hispanic	637,722	100.00	0.00
Other, Non-Hispanic*	204,135	100.00	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.2** [DEM\_AGE\_PUF]

**Respondent Age**

Characteristic	Population Estimate	Percentage Reported				
		18-29	30-39	40-49	50-64	65+
Overall						
Total	5,041,840	21.00	18.35	16.36	24.86	19.43
Entrepreneurial Pathway						
Current Business Owner	615,922	24.58	18.80	18.79	22.25	15.58
Current Freelancer	554,590	21.55	25.25	19.97	16.68	16.55
Nascent Entrepreneur	253,254	39.08	14.53	20.65	16.45	9.29
Former Business Owner	424,961	9.08	9.25	10.66	35.30	35.72
Former Freelancer	484,121	9.10	20.87	12.43	32.97	24.63
Withdrawn Entrepreneur	627,661	29.98	25.12	16.25	20.43	8.22
Non-Entrepreneur	2,081,330	20.07	16.05	16.25	26.17	21.46
Region						
Indianapolis MSA	1,648,425	23.43	20.10	15.42	23.69	17.36
Balance of State	3,393,415	19.82	17.50	16.81	25.42	20.44
Racial Group						
Hispanic, any race	518,354	36.48	16.96	20.76	16.51	9.28
White, Non-Hispanic	3,520,002	15.21	17.89	15.54	27.95	23.41
Black, Non-Hispanic	637,722	29.61	19.25	17.73	21.68	11.73
Other, Non-Hispanic*	204,135	52.99	28.53	8.00	6.72	3.76

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. Some responses were suppressed to ensure the protection of identifiable information. Suppressed values were omitted from table calculations.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.3**      **[RACE\_PUF]**

To ensure a representative sample, please indicate your race.

Characteristic	Population Estimate	Percentage Reported				
		White, non-Hispanic	Black, non-Hispanic	Other, non-Hispanic	Hispanic	Refused/Don't know
Overall						
Total	5,041,840	72.02	13.05	4.18	10.61	0.15
Entrepreneurial Pathway						
Current Business Owner	615,922	60.64	19.91	7.35	11.80	0.30
Current Freelancer	554,590	69.91	16.11	4.24	9.75	0.00
Nascent Entrepreneur	253,254	54.71	26.36	6.91	12.02	0.00
Former Business Owner	424,961	84.39	8.67	2.01	4.93	0.00
Former Freelancer	484,121	80.52	8.66	3.33	7.48	0.00
Withdrawn Entrepreneur	627,661	69.70	10.74	5.99	12.65	0.92
Non-Entrepreneur	2,081,330	74.37	11.15	2.96	11.52	0.00
Region						
Indianapolis MSA	1,648,425	64.86	19.79	6.93	8.07	0.35
Balance of State	3,393,415	75.60	9.68	2.80	11.87	0.06
Racial Group						
Hispanic, any race	518,354	0.00	0.00	0.00	100.00	0.00
White, Non-Hispanic	3,520,002	100.00	0.00	0.00	0.00	0.00
Black, Non-Hispanic	637,722	0.00	100.00	0.00	0.00	0.00
Other, Non-Hispanic*	204,135	0.00	0.00	100.00	0.00	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. Some responses were suppressed to ensure the protection of identifiable information. Suppressed values were omitted from table calculations.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.4** [DEM\_AGE\_PUF]

**Respondent Age**

Characteristic	Population Estimate	Percentage Reported		
		Indy MSA	Other MSA	Non-MSA
Overall				
Total	5,041,840	32.69	45.34	21.96
Entrepreneurial Pathway				
Current Business Owner	615,922	39.92	45.37	14.71
Current Freelancer	554,590	42.13	44.05	13.82
Nascent Entrepreneur	253,254	41.79	35.75	22.46
Former Business Owner	424,961	23.58	49.40	27.01
Former Freelancer	484,121	29.57	37.34	33.10
Withdrawn Entrepreneur	627,661	31.08	50.62	18.30
Non-Entrepreneur	2,081,330	30.01	46.29	23.70
Region				
Indianapolis MSA	1,648,425	100.00	0.00	0.00
Balance of State	3,393,415	0.00	67.37	32.63
Racial Group				
Hispanic, any race	518,354	25.39	56.77	17.84
White, Non-Hispanic	3,520,002	30.03	44.54	25.43
Black, Non-Hispanic	637,722	50.57	46.96	2.47
Other, Non-Hispanic*	204,135	55.34	37.59	7.07

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.5**      **[DEM\_GENDER]**

**What is your gender identity?**

Characteristic	Population Estimate	Percentage Reported			
		Man	Woman	Non-binary	Refused/ Don't know
Overall					
Total	5,041,840	43.15	56.28	0.52	0.05
Entrepreneurial Pathway					
Current Business Owner	615,922	42.06	57.31	0.52	0.11
Current Freelancer	554,590	49.52	49.65	0.83	0.00
Nascent Entrepreneur	253,254	45.61	53.56	0.35	0.48
Former Business Owner	424,961	58.17	41.16	0.67	0.00
Former Freelancer	484,121	46.97	52.77	0.26	0.00
Withdrawn Entrepreneur	627,661	44.29	55.67	0.04	0.00
Non-Entrepreneur	2,081,330	37.18	62.15	0.63	0.04
Region					
Indianapolis MSA	1,648,425	44.73	54.31	0.85	0.11
Balance of State	3,393,415	42.38	57.23	0.36	0.02
Racial Group					
Hispanic, any race	518,354	55.09	44.91	0.00	0.00
White, Non-Hispanic	3,520,002	42.26	57.38	0.32	0.04
Black, Non-Hispanic	637,722	37.13	62.87	0.00	0.00
Other, Non-Hispanic*	204,135	33.17	64.84	1.40	0.59

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.6**      **[S\_JOB\_1]**

Which one of the following best describes your main job/work arrangement in the last week? If you had more than one job or work arrangement, report on the one for which you worked the most hours. [SHOW IF CURWORK = 1]

Characteristic	Population Estimate	Percentage Reported									
		Current Entrepreneur	Current Freelancer	For Profit	Not for Profit	Local Government	State Government	U.S. Military	U.S. Government	Non-U.S. Government	Refused/ Don't know
Overall											
Total	3,552,355	9.08	9.61	50.91	12.53	7.23	3.54	0.47	2.33	2.67	1.63
Entrepreneurial Pathway											
Current Business Owner	579,767	55.62	5.51	20.43	3.30	6.18	4.45	0.92	1.01	2.59	0.01
Current Freelancer	504,596	0.00	61.34	26.98	5.26	3.51	0.41	0.29	0.12	1.95	0.15
Nascent Entrepreneur	193,037	0.00	0.00	74.25	8.15	1.83	1.08	2.73	8.55	2.58	0.82
Former Business Owner	252,032	0.00	0.00	56.36	15.83	13.15	6.45	0.38	0.43	6.47	0.93
Former Freelancer	333,605	0.00	0.00	65.00	14.06	9.25	6.84	0.00	2.30	1.42	1.13
Withdrawn Entrepreneur	428,567	0.00	0.00	66.73	16.83	7.44	1.93	0.22	4.39	1.80	0.65
Non-Entrepreneur	1,260,752	0.00	0.00	60.73	17.84	8.23	3.86	0.22	2.54	2.87	3.71
Region											
Indianapolis MSA	1,189,523	9.43	11.97	51.37	8.72	5.92	4.54	0.59	2.81	2.93	1.71
Balance of State	2,362,832	8.90	8.43	50.67	14.45	7.88	3.04	0.42	2.08	2.53	1.59
Racial Group											
Hispanic, any race	428,861	6.83	8.71	47.13	19.32	8.64	1.88	0.44	1.78	3.42	1.85
White, Non-Hispanic	2,367,224	9.30	9.09	53.32	11.09	7.80	4.24	0.03	1.98	1.32	1.83
Black, Non-Hispanic	464,316	9.91	12.05	41.78	14.17	5.62	2.54	1.66	5.22	5.70	1.37
Other, Non-Hispanic*	157,317	15.44	9.45	52.84	4.18	5.29	3.59	2.72	2.49	4.00	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.7** **[S\_PAIDJOB\_1]**

In addition to your main job/work arrangement you just described, in the last week did you work for pay at a second job (or business), including part-time, evening, or weekend work? [SHOW IF CURWORK = 1]

Characteristic	Population Estimate	Percentage Reported		
		Yes	No	Refused/ Don't know
Overall				
Total	3,552,355	19.89	80.07	0.04
Entrepreneurial Pathway				
Current Business Owner	579,767	47.24	52.76	0.00
Current Freelancer	504,596	44.55	55.45	0.00
Nascent Entrepreneur	193,037	26.33	73.67	0.00
Former Business Owner	252,032	4.15	95.85	0.00
Former Freelancer	333,605	11.41	88.19	0.40
Withdrawn Entrepreneur	428,567	5.13	94.87	0.00
Non-Entrepreneur	1,260,752	6.87	93.13	0.00
Region				
Indianapolis MSA	1,189,523	23.40	76.60	0.00
Balance of State	2,362,832	18.13	81.82	0.06
Racial Group				
Hispanic, any race	428,861	24.49	75.51	0.00
White, Non-Hispanic	2,367,224	16.35	83.60	0.06
Black, Non-Hispanic	464,316	31.43	68.57	0.00
Other, Non-Hispanic*	157,317	29.10	70.90	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.8**      **[S\_JOB\_2]**

**Which one of the following best describes your second job/work arrangement over the last week? [SHOW IF S\_PAIDJOB\_1 = 1]**

Characteristic	Population Estimate	Percentage Reported									
		Current Entrepreneur	Current Freelancer	For Profit	Not for Profit	Local Government	State Government	U.S. Military	U.S Government	Non-U.S. Government	Refused/ Don't know
Overall											
Total	706,634	13.88	33.75	30.75	9.61	4.90	1.84	1.01	2.01	1.36	0.88
Entrepreneurial Pathway											
Current Business Owner	273,910	35.82	20.31	24.09	3.90	8.65	2.77	1.10	1.85	1.51	0.00
Current Freelancer	224,777	0.00	81.35	10.23	5.27	0.47	0.61	0.13	0.56	1.38	0.00
Nascent Entrepreneur	50,817	0.00	0.00	85.36	7.15	0.01	0.46	4.09	0.00	1.63	1.30
Former Business Owner	10,453	0.00	0.00	67.12	18.09	0.00	0.00	0.00	0.00	6.12	8.66
Former Freelancer	38,077	0.00	0.00	69.24	19.83	2.00	5.94	0.00	3.00	0.00	0.00
Withdrawn Entrepreneur	21,971	0.00	0.00	58.90	9.41	2.31	0.00	0.00	14.56	4.25	10.56
Non-Entrepreneur	86,628	0.00	0.00	44.57	34.91	9.94	1.85	1.97	4.06	0.00	2.70
Region											
Indianapolis MSA	278,344	12.67	29.47	35.39	8.64	4.05	2.22	1.36	2.92	2.90	0.39
Balance of State	428,289	14.67	36.53	27.74	10.24	5.45	1.60	0.78	1.41	0.37	1.20
Racial Group											
Hispanic, any race	105,008	15.14	31.90	26.21	7.69	8.31	4.48	0.00	3.89	1.32	1.05
White, Non-Hispanic	386,958	16.00	37.21	31.17	6.81	4.31	1.03	0.80	0.79	1.03	0.83
Black, Non-Hispanic	145,912	10.16	32.23	31.61	10.77	3.73	1.71	1.57	4.14	2.91	1.17
Other, Non-Hispanic*	45,774	9.53	23.38	21.20	29.43	8.23	1.92	3.73	2.16	0.00	0.42

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.9 [XDOV] Derived variable**

These variables flag entrepreneurship activities

Characteristic	Population Estimate	Percentage Reported							
		Current Business Ownership	Current Freelancing	Entrepreneurship Planning	Former Business Ownership	Former Freelancing	Withdrawn Entrepreneurship Planning	No Entrepreneurship Activity	Gig Work
Overall									
Total	5,041,840	12.22	17.25	15.55	10.83	17.49	12.45	41.28	19.36
Entrepreneurial Pathway									
Current Business Owner	615,922	100.00	51.19	45.87	0.00	20.50	0.00	0.00	34.47
Current Freelancer	554,590	0.00	100.00	36.55	17.23	0.00	0.00	0.00	59.67
Nascent Entrepreneur	253,254	0.00	0.00	100.00	10.13	17.97	0.00	0.00	25.94
Former Business Owner	424,961	0.00	0.00	2.99	100.00	53.12	0.00	0.00	12.02
Former Freelancer	484,121	0.00	0.00	6.74	0.00	100.00	0.00	0.00	13.67
Withdrawn Entrepreneur	627,661	0.00	0.00	0.00	0.00	0.00	100.00	0.00	15.67
Non-Entrepreneur	2,081,330	0.00	0.00	0.00	0.00	0.00	0.00	100.00	7.28
Region									
Indianapolis MSA	1,648,425	14.92	22.35	20.50	8.90	14.71	11.83	37.89	22.25
Balance of State	3,393,415	10.90	14.78	13.14	11.77	18.83	12.75	42.93	17.96
Racial Group									
Hispanic, any race	518,354	13.89	18.92	20.64	5.14	11.71	14.96	45.14	25.55
White, Non-Hispanic	3,520,002	10.51	15.19	11.31	11.53	18.77	12.14	42.91	15.37
Black, Non-Hispanic	637,722	19.05	23.88	30.72	11.45	14.29	10.33	35.51	32.12
Other, Non-Hispanic*	204,135	21.98	28.56	25.83	5.33	11.39	17.99	29.42	27.42

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population Survey in Indiana: 2023.



**TABLE A.10**      **[S\_INTEREST\_2]**

**How interested were you in starting your own business or working for yourself? [SHOW IF DOV\_WITHDRAW = 1]**

Characteristic	Population Estimate	Percentage Reported				
		Not at all interested	Slightly interested	Somewhat interested	Very interested	Extremely interested
Overall						
Total	627,661	3.47	24.22	34.50	27.07	10.74
Entrepreneurial Pathway						
Current Business Owner	-	-	-	-	-	-
Current Freelancer	-	-	-	-	-	-
Nascent Entrepreneur	-	-	-	-	-	-
Former Business Owner	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-
Withdrawn Entrepreneur	627,661	3.47	24.22	34.50	27.07	10.74
Non-Entrepreneur	-	-	-	-	-	-
Region						
Indianapolis MSA	195,088	2.60	30.93	31.19	19.16	16.12
Balance of State	432,573	3.86	21.19	36.00	30.64	8.32
Racial Group						
Hispanic, any race	77,569	3.76	10.32	37.87	42.59	5.46
White, Non-Hispanic	427,475	3.90	30.67	34.32	21.19	9.92
Black, Non-Hispanic	65,863	2.52	8.14	46.21	24.73	18.41
Other, Non-Hispanic*	36,728	1.33	20.51	24.46	46.20	7.50

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.11** [S\_GIGPLATFORM\_1, S\_GIGPLATFORM\_2, S\_GIGPLATFORM\_DRV]

**Gig Platform Variables [SHOW IF DOV\_CUR\_FREE = 1 OR S\_GIGCHECK\_1 = 1 OR S\_GIGCHECK\_2 = 1 OR S\_GIGCHECK\_3 = 1]**

	Is your [IF DOV_CUR_FREE = 1: freelance, consulting, or independent contract/ELSE: gig] work conducted through a company that coordinates payments or relationships with clients?			Is the company that coordinates payments or relationships with clients for your [IF DOV_CUR_FREE = 1: freelance, consulting, or independent contract/ELSE: gig] work an online app?			Type of gig platform coded from S_GIGPLATFORM_3: What is the name(s) of the company that coordinates payments or relationships with clients for your [IF DOV_CUR_FREE = 1: freelance, consulting, or independent contract/ELSE: gig] work?						
Characteristic	Population Estimate	Percentage Reported		Population Estimate	Percentage Reported		Population Estimate	Percentage Reported					
		Yes	Refused/ Don't know		Yes	Refused/ Don't know		Services	Selling/ Renting of Goods	Online Surveys	Payment Provider	Un-confirmed Gig Work	Unlikely Gig Work
Overall													
Total	1,370,299	43.07	14.54	590,164	65.04	5.62	590,681	34.07	4.83	1.36	6.61	37.30	15.83
Entrepreneurial Pathway													
Current Business Owner	382,903	52.47	3.25	200,914	66.85	9.74	200,914	14.12	7.24	0.60	6.70	48.74	22.60
Current Freelancer	554,590	32.05	18.31	177,766	46.25	2.33	177,766	25.01	3.60	0.69	8.78	44.29	17.62
Nascent Entrepreneur	65,697	65.70	16.38	43,161	86.20	2.95	43,161	53.13	0.72	0.00	21.09	20.10	4.96
Former Business Owner	51,065	52.70	1.30	26,912	65.47	10.53	26,912	65.12	0.00	0.00	2.72	21.62	10.53
Former Freelancer	66,161	36.98	31.30	24,465	83.81	8.27	24,982	72.43	5.62	0.00	0.46	6.82	14.67
Withdrawn Entrepreneur	98,377	50.84	17.28	50,019	84.51	3.08	50,019	52.99	7.05	0.00	0.00	30.46	9.50
Non-Entrepreneur	151,506	44.17	23.82	66,926	74.30	2.65	66,926	64.81	3.51	8.39	0.00	18.26	5.04
Region													
Indianapolis MSA	540,504	47.38	10.95	256,104	54.69	5.78	256,621	27.29	5.89	0.47	5.26	43.68	17.41
Balance of State	829,796	40.26	16.88	334,060	72.98	5.49	334,060	39.29	4.01	2.05	7.65	32.39	14.61
Racial Group													
Hispanic, any race	166,647	46.00	10.59	76,657	84.31	4.57	76,657	31.55	7.10	0.00	6.67	41.20	13.48
White, Non-Hispanic	798,367	39.91	14.41	318,626	60.92	2.06	319,143	32.59	6.08	2.14	6.51	35.91	16.76
Black, Non-Hispanic	264,092	53.89	13.73	142,309	57.96	13.06	142,309	35.61	2.59	0.00	6.14	39.79	15.88
Other, Non-Hispanic*	85,220	42.78	14.46	36,459	77.88	7.27	36,459	27.37	0.00	3.33	7.02	45.98	16.30

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.



Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.





**TABLE A.12a** **[PE\_GIGREASON\_1] – Entrepreneurial Pathway**

**In the last 6 months, which of the following are the primary reasons why you have engaged in gig work activities?  
[SHOW IF S\_GIGCHECK\_1 = 1 OR S\_GIGCHECK\_2 = 1 OR S\_GIGCHECK\_3 = 1]**

Primary Reason	Percent Reported							
	Total	Entrepreneurial Pathway						Non-Entrepreneur
		Current Business Owner	Current Freelancer	Nascent Entrepreneur	Former Business Owner	Former Freelancer	Withdrawn Entrepreneur	
<b>Population Estimate</b>	<b>974,065</b>	<b>212,337</b>	<b>330,930</b>	<b>65,697</b>	<b>49,350</b>	<b>66,161</b>	<b>98,377</b>	<b>151,212</b>
To earn money as a primary source of income	37.71	55.46	43.52	27.23	13.57	13.48	40.65	21.18
To earn extra money to supplement pay from my current employment, or other regular source of income	46.68	38.08	44.20	54.35	28.32	77.34	54.86	48.09
To earn extra money to supplement my retirement, pension, or disability income	13.79	21.17	11.73	22.60	16.56	5.56	8.52	10.22
To earn extra money to help family or friends	24.09	31.68	31.00	14.49	14.89	9.22	18.68	15.51
To earn extra money while I am working to start my own business	13.83	29.59	14.12	18.97	0.00	7.15	6.16	1.25
To earn extra money while I am making a career transition	13.45	26.30	10.32	15.98	4.24	6.10	11.45	8.71
To maintain existing employment-related skills	10.03	8.67	14.44	13.93	25.81	2.91	1.69	3.96
To acquire new employment-related skills	10.14	14.17	12.17	23.50	0.00	0.84	9.12	2.30
To see what it is like working for myself	12.86	13.42	14.24	7.68	0.00	5.32	16.37	16.52
To have flexibility in my work schedule	25.66	21.91	36.49	22.74	26.85	25.74	15.48	14.68
To network or meet people	12.80	17.07	19.04	14.12	2.02	3.21	5.56	5.00
Just for fun or as a hobby	21.58	14.93	24.21	12.58	33.71	28.13	15.79	26.01
Other reason	1.43	3.37	1.03	0.00	0.00	4.66	0.00	0.15

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



TABLE A.12b

## [PE\_GIGREASON\_1] –Region and Racial Groups

In the last 6 months, which of the following are the primary reasons why you have engaged in gig work activities?  
[SHOW IF S\_GIGCHECK\_1 = 1 OR S\_GIGCHECK\_2 = 1 OR S\_GIGCHECK\_3 = 1]

Primary Reason	Percent Reported						
	Total	Region		Racial Group			
		Indianapolis MSA	Balance of State	Hispanic, any race	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic*
Population Estimate	974,065	364,753	609,312	212,337	330,930	65,697	49,350
To earn money as a primary source of income	37.71	36.59	38.38	39.23	36.23	43.26	45.83
To earn extra money to supplement pay from my current employment, or other regular source of income	46.68	46.14	47.00	43.39	49.24	42.83	46.92
To earn extra money to supplement my retirement, pension, or disability income	13.79	15.26	12.91	18.99	11.44	13.97	20.56
To earn extra money to help family or friends	24.09	24.22	24.01	30.35	20.18	29.40	31.32
To earn extra money while I am working to start my own business	13.83	16.10	12.47	12.03	12.66	20.93	12.61
To earn extra money while I am making a career transition	13.45	13.99	13.14	13.00	12.65	17.31	15.54
To maintain existing employment-related skills	10.03	9.77	10.18	4.94	11.11	9.78	18.20
To acquire new employment-related skills	10.14	12.59	8.68	11.43	8.69	10.97	1.94
To see what it is like working for myself	12.86	11.69	13.56	16.73	9.78	15.55	21.37
To have flexibility in my work schedule	25.66	19.53	29.33	22.96	30.31	22.19	16.52
To network or meet people	12.80	12.86	12.77	20.11	7.95	20.26	13.51
Just for fun or as a hobby	21.58	21.49	21.63	34.52	18.22	20.36	19.21
Other reason	1.43	2.12	1.01	1.10	2.06	0.41	0.85

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

**TABLE A.13**      **[CURWORK] Derived Variable****Respondent is currently working**

Characteristic	Population Estimate	Percentage Reported	
		Not currently working	Currently working
Overall			
Total	5,041,840	29.54	70.46
Entrepreneurial Pathway			
Current Business Owner	615,922	5.87	94.13
Current Freelancer	554,590	9.01	90.99
Nascent Entrepreneur	253,254	23.78	76.22
Former Business Owner	424,961	40.69	59.31
Former Freelancer	484,121	31.09	68.91
Withdrawn Entrepreneur	627,661	31.72	68.28
Non-Entrepreneur	2,081,330	39.43	60.57
Region			
Indianapolis MSA	1,648,425	27.84	72.16
Balance of State	3,393,415	30.37	69.63
Racial Group			
Hispanic, any race	518,354	17.26	82.74
White, Non-Hispanic	3,520,002	32.75	67.25
Black, Non-Hispanic	637,722	27.19	72.81
Other, Non-Hispanic*	204,135	22.93	77.07

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.14**      **[PE\_EMPSTAT\_1]**

**When you first started pursuing the idea of [INSERT DOV\_ACTIVITY], what was your employment status?**

Characteristic	Population Estimate	Percentage Reported		
		Employed	Not employed	Refused/ Don't know
Overall				
Total	2,051,427	77.28	22.50	0.22
Entrepreneurial Pathway				
Current Business Owner	615,922	82.87	16.86	0.27
Current Freelancer	554,590	69.77	29.93	0.30
Nascent Entrepreneur	253,254	75.15	24.38	0.48
Former Business Owner	-	-	-	-
Former Freelancer	-	-	-	-
Withdrawn Entrepreneur	627,661	79.29	20.71	0.00
Non-Entrepreneur	-	-	-	-
Region				
Indianapolis MSA	780,454	74.76	25.03	0.21
Balance of State	1,270,973	78.83	20.95	0.22
Racial Group				
Hispanic, any race	230,506	78.86	21.14	0.00
White, Non-Hispanic	1,302,237	80.19	19.78	0.04
Black, Non-Hispanic	336,816	67.71	31.45	0.84
Other, Non-Hispanic*	120,852	64.68	34.33	1.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.15**      **[PE\_EMPSTAT\_2]**

**What were your reasons for not working when you first started pursuing the idea of [INSERT DOV\_ACTIVITY]?  
[SHOW IF PE\_EMPSTAT\_1 = 2]**

Characteristic	Population Estimate	Percentage Reported							
		Retired	On layoff from a job	Student	Family responsibilities	Chronic illness or permanent disability	Suitable job not available	Did not need or want to work	None of the above
Overall									
Total	461,565	15.32	12.10	16.89	35.63	11.52	9.24	11.71	14.64
Entrepreneurial Pathway									
Current Business Owner	103,847	3.37	8.64	10.68	44.52	7.81	7.52	8.71	26.62
Current Freelancer	165,994	8.22	17.66	13.27	38.37	14.12	10.03	8.41	17.00
Nascent Entrepreneur	61,732	45.27	2.07	14.53	22.04	21.09	4.16	1.95	8.33
Former Business Owner	-	-	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	129,992	19.72	12.53	27.57	31.47	6.62	12.02	22.95	5.03
Non-Entrepreneur	-	-	-	-	-	-	-	-	-
Region									
Indianapolis MSA	195,349	16.26	15.48	22.72	30.84	7.52	11.63	12.41	11.65
Balance of State	266,216	14.64	9.62	12.61	39.14	14.46	7.49	11.19	16.82
Racial Group									
Hispanic, any race	48,735	3.16	3.76	19.25	39.40	1.96	8.39	16.52	31.52
White, Non-Hispanic	257,520	19.79	13.52	12.98	38.83	11.76	8.46	10.87	7.32
Black, Non-Hispanic	105,920	13.66	10.00	12.78	21.26	17.32	10.96	1.78	28.06
Other, Non-Hispanic*	41,484	9.03	20.02	38.43	54.78	5.62	12.48	37.83	8.13

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

**TABLE A.16** [PE\_REASONS\_1\_1, PE\_REASONS\_1\_2, PE\_REASONS\_1\_3, PE\_REASONS\_1\_4]

How important to you were each of the following reasons for pursuing [INSERT DOV\_ACTIVITY]?

Characteristic	Population Estimate	Percentage Reported											
		1. "Wanted to be my own boss"			2. "Flexible hours"			3. "Balance work and family"			4. "Opportunity for greater income"		
		Very important	Somewhat important	Not important	Very important	Somewhat important	Not important	Very important	Somewhat important	Not important	Very important	Somewhat important	Not important
Overall													
Total	2,051,427	56.18	33.33	10.20	71.56	24.13	2.72	70.01	22.37	5.92	67.57	26.71	4.37
Entrepreneurial Pathway													
Current Business Owner	615,922	74.59	18.05	6.90	69.15	24.29	4.18	72.41	19.25	5.74	71.84	23.09	3.17
Current Freelancer	554,590	51.01	33.76	15.23	74.96	21.15	2.56	67.44	26.92	4.29	58.22	31.53	8.83
Nascent Entrepreneur	253,254	62.63	25.23	12.03	79.22	17.44	2.05	71.46	18.39	7.75	71.19	25.05	1.83
Former Business Owner	-	-	-	-	-	-	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	627,661	40.10	51.20	8.27	67.83	29.31	1.71	69.34	23.00	6.80	70.20	26.68	2.64
Non-Entrepreneur	-	-	-	-	-	-	-	-	-	-	-	-	-
Region													
Indianapolis MSA	780,454	54.44	34.13	11.04	70.77	23.42	3.85	67.97	24.60	5.66	67.18	24.94	6.20
Balance of State	1,270,973	57.26	32.83	9.69	72.04	24.56	2.03	71.26	20.99	6.08	67.82	27.80	3.24
Racial Group													
Hispanic, any race	230,506	64.03	23.85	12.12	67.70	27.76	3.41	72.13	22.19	4.81	78.07	18.14	2.61
White, Non-Hispanic	1,302,237	50.38	37.80	11.43	70.56	25.07	3.22	66.17	25.59	6.91	63.64	30.77	5.01
Black, Non-Hispanic	336,816	69.59	22.21	7.97	77.06	17.69	1.65	78.14	13.25	4.85	76.88	16.48	2.67
Other, Non-Hispanic*	120,852	54.11	41.24	4.66	70.83	26.39	0.39	80.55	14.03	3.03	65.65	23.42	7.74

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. Respondents who refused to answer or reported "don't know" are omitted from percent reported. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

**TABLE A.17** [PE\_REASONS\_1\_5, PE\_REASONS\_1\_6, PE\_REASONS\_1\_7, PE\_REASONS\_1\_8]

How important to you were each of the following reasons for pursuing [INSERT DOV\_ACTIVITY]?

Characteristic	Population Estimate	Percentage Reported											
		5. "Ability to supplement my income from my job"			6. "Best avenue for my ideas/goods/services"			7. "Unable to find employment"			8. "Did not feel valued by my place of employment"		
		Very important	Somewhat important	Not important	Very important	Somewhat important	Not important	Very important	Somewhat important	Not important	Very important	Somewhat important	Not important
Overall													
Total	2,051,427	52.00	29.76	15.33	51.20	40.12	7.90	17.37	21.09	58.72	29.46	32.21	36.27
Entrepreneurial Pathway													
Current Business Owner	615,922	59.54	20.68	16.13	61.51	28.10	9.53	16.21	18.59	61.92	31.45	28.83	36.44
Current Freelancer	554,590	46.77	31.22	19.91	51.87	36.56	10.29	24.74	23.18	51.15	31.63	31.35	36.68
Nascent Entrepreneur	253,254	59.54	28.90	9.10	55.88	40.41	3.71	13.81	18.31	66.32	29.49	26.86	41.11
Former Business Owner	-	-	-	-	-	-	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	627,661	46.16	37.72	13.00	38.61	54.95	5.89	13.44	22.80	59.22	25.59	38.44	33.80
Non-Entrepreneur	-	-	-	-	-	-	-	-	-	-	-	-	-
Region													
Indianapolis MSA	780,454	53.28	30.88	13.95	50.46	41.13	7.31	21.41	20.75	55.91	33.48	29.08	35.93
Balance of State	1,270,973	51.21	29.07	16.17	51.66	39.51	8.27	14.89	21.29	60.46	27.00	34.12	36.49
Racial Group													
Hispanic, any race	230,506	65.31	26.19	6.55	58.49	37.35	3.47	23.70	26.49	47.90	37.12	36.31	23.23
White, Non-Hispanic	1,302,237	46.01	32.86	18.87	43.38	46.46	9.63	13.76	18.63	65.52	27.29	30.10	41.85
Black, Non-Hispanic	336,816	67.13	20.05	6.45	68.14	23.73	7.64	28.39	23.54	40.88	34.42	32.62	27.36
Other, Non-Hispanic*	120,852	47.92	22.13	26.14	72.16	22.97	2.44	20.97	18.35	60.69	34.62	35.64	26.61

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

NORC, Entrepreneurship in the Population: Indiana Survey, 2023.





**TABLE A.18 [PE\_REASONS\_1\_9, PE\_REASONS\_1\_10, PE\_REASONS\_1\_11, PE\_REASONS\_1\_12]**

How important to you were each of the following reasons for pursuing [INSERT DOV\_ACTIVITY]?

Characteristic	Population Estimate	Percentage Reported											
		9. "Did not feel that there were adequate opportunities to advance in my career"			10. "Did not feel like I was being paid fairly given my skills in the labor market"			11. "Working for someone didn't appeal to me"			12. "Always wanted to start my own business"		
		Very important	Somewhat important	Not important	Very important	Somewhat important	Not important	Very important	Somewhat important	Not important	Very important	Somewhat important	Not important
Overall													
Total	2,051,427	35.37	33.58	29.82	40.37	27.90	30.01	31.84	40.99	26.12	48.68	30.92	19.05
Entrepreneurial Pathway													
Current Business Owner	615,922	38.66	27.90	31.17	42.29	22.53	32.04	44.23	32.19	22.92	64.19	21.00	13.07
Current Freelancer	554,590	38.92	28.31	32.59	42.18	25.48	31.88	28.82	41.33	29.20	37.94	30.72	30.28
Nascent Entrepreneur	253,254	34.31	40.02	24.17	41.95	29.81	26.74	30.25	47.83	20.11	63.20	25.47	10.64
Former Business Owner	-	-	-	-	-	-	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	627,661	29.44	41.19	28.34	36.26	34.55	27.69	22.98	46.57	28.95	37.11	43.03	18.37
Non-Entrepreneur	-	-	-	-	-	-	-	-	-	-	-	-	-
Region													
Indianapolis MSA	780,454	36.69	33.73	27.82	43.07	26.78	28.04	33.49	35.85	29.40	47.37	31.75	19.57
Balance of State	1,270,973	34.56	33.48	31.06	38.72	28.59	31.22	30.82	44.15	24.10	49.49	30.41	18.72
Racial Group													
Hispanic, any race	230,506	43.71	36.74	18.13	48.02	32.24	16.84	29.61	47.99	20.99	58.28	22.29	16.51
White, Non-Hispanic	1,302,237	29.98	34.66	34.81	34.90	28.18	36.07	29.12	41.62	28.27	40.31	35.71	22.82
Black, Non-Hispanic	336,816	46.64	26.44	23.60	50.16	27.09	18.53	40.76	37.22	20.41	63.20	23.89	11.23
Other, Non-Hispanic*	120,852	43.96	38.50	16.15	45.48	31.09	22.39	36.34	39.09	24.56	64.59	29.01	6.40

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.19** [PE\_REASONS\_1\_13, PE\_REASONS\_1\_14, PE\_REASONS\_1\_15]

How important to you were each of the following reasons for pursuing [INSERT DOV\_ACTIVITY]?

Characteristic	Population Estimate	Percentage Reported								
		13. "An entrepreneurial friend or family member was a role model"			14. "Wanted to carry on the family business"			15. "Wanted to help and/or become more involved in my community"		
		Very important	Somewhat important	Not important	Very important	Somewhat important	Not important	Very important	Somewhat important	Not important
Overall										
Total	2,051,427	27.96	32.92	37.83	15.54	13.76	69.08	31.40	36.71	30.44
Entrepreneurial Pathway										
Current Business Owner	615,922	36.54	30.46	31.08	23.71	12.57	61.25	40.52	21.59	35.63
Current Freelancer	554,590	24.08	29.20	46.07	9.28	16.52	73.12	24.83	41.16	33.31
Nascent Entrepreneur	253,254	36.48	37.09	26.43	18.14	14.86	66.28	37.30	37.16	24.53
Former Business Owner	-	-	-	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	627,661	19.53	36.93	41.76	11.99	12.04	74.32	25.86	47.43	25.20
Non-Entrepreneur	-	-	-	-	-	-	-	-	-	-
Region										
Indianapolis MSA	780,454	29.52	27.96	41.18	14.93	14.30	68.86	30.63	37.68	29.94
Balance of State	1,270,973	27.00	35.97	35.77	15.91	13.43	69.21	31.87	36.11	30.75
Racial Group										
Hispanic, any race	230,506	35.89	31.90	29.08	16.52	25.10	56.06	38.08	34.84	23.56
White, Non-Hispanic	1,302,237	22.30	33.42	43.25	10.43	11.21	77.40	22.53	39.40	37.12
Black, Non-Hispanic	336,816	39.61	33.44	25.22	26.15	19.91	49.35	53.10	29.07	15.54
Other, Non-Hispanic*	120,852	28.57	29.43	42.01	31.95	7.30	60.75	39.94	33.96	24.91

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.20a [PE\_REASONS\_2] – Entrepreneurial Pathway and Region**

**You reported the following were very important reasons for pursuing [INSERT DOV\_ACTIVITY]. Of these reasons for pursuing [INSERT DOV\_ACTIVITY], which is the most important to you? [SHOW IF MORE THAN ONE ITEM SELECTED IN PE\_REASONS\_1\_1 TO PE\_REASONS\_1\_15]**

Primary Reason	Percent Reported					
	Total	Entrepreneurial Pathway			Region	
		Current Business Owner	Current Freelancer	Nascent Entrepreneur	Indianapolis MSA	Balance of State
<b>Population Estimate</b>	<b>1,418,650</b>	<b>615,922</b>	<b>551,009</b>	<b>251,720</b>	<b>581,153</b>	<b>837,498</b>
Wanted to be my own boss	19.48	26.70	13.33	15.29	21.77	17.90
Flexible hours	13.02	6.76	20.48	12.03	11.34	14.19
Balance work and family	15.13	15.24	15.86	13.26	15.36	14.97
Opportunity for greater income	14.59	15.35	13.86	14.33	16.65	13.16
Ability to supplement my income from my job	5.04	5.23	5.96	2.56	4.89	5.14
Best avenue for my ideas/goods/services	5.82	4.13	3.96	14.04	6.63	5.26
Unable to find employment	1.35	0.52	2.30	1.31	1.38	1.33
Did not feel valued by my place of employment	2.25	1.00	2.50	4.77	1.34	2.88
Did not feel that there were adequate opportunities to advance in my career	0.63	0.92	0.61	0.00	0.56	0.68
Did not feel like I was being paid fairly given my skills in the labor market	1.55	2.56	0.65	1.06	1.64	1.49
Working for someone didn't appeal to me	0.24	0.34	0.22	0.01	0.17	0.28
Always wanted to start my own business	3.94	6.19	1.56	3.66	2.12	5.21
An entrepreneurial friend or family member was a role model	1.19	0.98	0.57	3.08	1.65	0.88
Wanted to carry on the family business	2.07	2.29	0.00	6.06	0.61	3.08
Wanted to help and/or become more involved in my community	2.77	3.75	1.64	2.81	2.47	2.97
Refused/Don't know	10.91	8.05	16.49	5.71	11.42	10.57

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.20b**      **[PE\_REASONS\_2] – Racial Groups**

**You reported the following were very important reasons for pursuing [INSERT DOV\_ACTIVITY]. Of these reasons for pursuing [INSERT DOV\_ACTIVITY], which is the most important to you? [SHOW IF MORE THAN ONE ITEM SELECTED IN PE\_REASONS\_1\_1 TO PE\_REASONS\_1\_15]**

Primary Reason	Percent Reported				
	Total	Racial Groups			
		Hispanic, any race	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic*
<b>Population Estimate</b>	<b>1,418,650</b>	<b>152,775</b>	<b>872,244</b>	<b>268,516</b>	<b>84,124</b>
Wanted to be my own boss	19.48	22.30	16.40	28.31	21.63
Flexible hours	13.02	8.94	16.46	9.02	3.89
Balance work and family	15.13	20.78	15.10	10.35	23.25
Opportunity for greater income	14.59	15.20	15.97	9.15	23.71
Ability to supplement my income from my job	5.04	2.83	4.83	5.15	4.96
Best avenue for my ideas/goods/services	5.82	3.00	5.97	3.71	4.66
Unable to find employment	1.35	2.89	0.88	1.12	4.81
Did not feel valued by my place of employment	2.25	0.43	3.03	0.75	2.82
Did not feel that there were adequate opportunities to advance in my career	0.63	0.36	0.44	1.71	0.00
Did not feel like I was being paid fairly given my skills in the labor market	1.55	3.08	1.29	2.10	0.48
Working for someone didn't appeal to me	0.24	0.24	0.13	0.68	0.00
Always wanted to start my own business	3.94	5.21	3.46	5.95	1.52
An entrepreneurial friend or family member was a role model	1.19	0.45	1.09	2.50	0.00
Wanted to carry on the family business	2.07	0.92	2.60	1.02	2.98
Wanted to help and/or become more involved in my community	2.77	0.86	1.82	8.20	0.00
Refused/Don't know	10.91	12.52	10.50	10.30	5.28

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.21a [PE\_REASONS\_3] – Entrepreneurial Pathway and Region**

**You reported the following were very important reasons for pursuing [INSERT DOV\_ACTIVITY]. Of these reasons for pursuing [INSERT DOV\_ACTIVITY], which is the second most important to you? [SHOW IF MORE THAN TWO ITEMS SELECTED IN PE\_REASONS\_1\_1 TO PE\_REASONS\_1\_15]**

Primary Reason	Percent Reported					
	Total	Entrepreneurial Pathway			Region	
		Current Business Owner	Current Freelancer	Nascent Entrepreneur	Indianapolis MSA	Balance of State
Population Estimate	1,417,642	615,447	550,475	251,720	580,619	837,023
Wanted to be my own boss	12.91	15.58	10.57	11.52	11.63	13.80
Flexible hours	18.02	18.99	18.73	14.12	15.77	19.58
Balance work and family	12.46	7.75	14.74	18.98	11.84	12.88
Opportunity for greater income	14.21	18.11	10.00	13.90	12.63	15.31
Ability to supplement my income from my job	5.57	4.74	8.07	2.14	6.91	4.64
Best avenue for my ideas/goods/services	4.00	4.10	4.60	2.47	3.50	4.36
Unable to find employment	1.58	1.31	2.35	0.57	2.07	1.24
Did not feel valued by my place of employment	1.45	2.37	0.68	0.88	2.44	0.76
Did not feel that there were adequate opportunities to advance in my career	1.63	1.65	0.96	3.02	2.40	1.09
Did not feel like I was being paid fairly given my skills in the labor market	3.21	3.09	1.76	6.71	3.06	3.32
Working for someone didn't appeal to me	3.00	3.89	0.80	5.61	2.32	3.47
Always wanted to start my own business	2.62	3.10	1.41	4.12	4.05	1.64
An entrepreneurial friend or family member was a role model	1.83	3.52	0.29	1.05	1.28	2.21
Wanted to carry on the family business	0.60	1.15	0.00	0.59	0.27	0.83
Wanted to help and/or become more involved in my community	2.88	0.90	3.28	6.81	2.67	3.02
Refused/Don't know	14.02	9.76	21.76	7.52	17.17	11.84

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.21b** [PE\_REASONS\_3] – Racial Groups

You reported the following were very important reasons for pursuing [INSERT DOV\_ACTIVITY]. Of these reasons for pursuing [INSERT DOV\_ACTIVITY], which is the second most important to you? [SHOW IF MORE THAN TWO ITEMS SELECTED IN PE\_REASONS\_1\_1 TO PE\_REASONS\_1\_15]

Primary Reason	Percent Reported				
	Total	Racial Group			
		Hispanic, any race	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic*
Population Estimate	1,417,642	151,767	872,244	268,516	84,124
Wanted to be my own boss	12.91	8.78	14.23	10.73	19.99
Flexible hours	18.02	16.95	18.90	14.18	23.27
Balance work and family	12.46	10.21	13.26	13.86	8.35
Opportunity for greater income	14.21	16.97	13.65	13.61	21.03
Ability to supplement my income from my job	5.57	4.28	6.47	5.36	1.97
Best avenue for my ideas/goods/services	4.00	1.04	3.45	8.47	2.49
Unable to find employment	1.58	2.75	1.37	1.54	2.58
Did not feel valued by my place of employment	1.45	5.29	0.69	1.94	1.49
Did not feel that there were adequate opportunities to advance in my career	1.63	2.86	1.29	2.53	0.63
Did not feel like I was being paid fairly given my skills in the labor market	3.21	2.26	1.96	4.45	1.29
Working for someone didn't appeal to me	3.00	1.00	3.83	2.58	0.73
Always wanted to start my own business	2.62	6.11	1.69	4.45	1.50
An entrepreneurial friend or family member was a role model	1.83	2.79	2.34	0.18	0.96
Wanted to carry on the family business	0.60	1.28	0.00	2.45	0.00
Wanted to help and/or become more involved in my community	2.88	3.95	2.58	1.68	2.44
Refused/Don't know	14.02	13.51	14.28	12.00	11.27

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol

(-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.22** [PE\_STEPS\_1]

Which of the following networking steps did you (or you and your co-developers/collaborators) take to pursue [INSERT DOV\_ACTIVITY]?

Characteristic	Population Estimate	Percentage Reported				
		Discussed the idea with a friend, work colleague, classmate, or acquaintance	Discussed the idea with a family member	Identified and worked with a mentor(s)	Networking with experts, colleagues, or acquaintances in the field	None of the above
Overall						
Total	2,046,843	54.93	64.43	19.57	26.22	10.78
Entrepreneurial Pathway						
Current Business Owner	615,643	51.33	62.36	26.28	30.72	11.26
Current Freelancer	552,299	50.22	53.34	17.75	27.57	15.45
Nascent Entrepreneur	253,254	54.77	64.57	22.94	40.11	8.42
Former Business Owner	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-
Withdrawn Entrepreneur	625,646	62.71	76.19	13.19	14.99	7.14
Non-Entrepreneur	-	-	-	-	-	-
Region						
Indianapolis MSA	778,160	60.57	57.66	20.14	30.40	10.54
Balance of State	1,268,683	51.47	68.58	19.21	23.66	10.92
Racial Group						
Hispanic, any race	230,018	43.48	56.11	21.36	20.04	15.85
White, Non-Hispanic	1,299,667	55.39	69.24	18.25	23.82	9.57
Black, Non-Hispanic	335,289	52.28	51.70	18.67	31.49	14.07
Other, Non-Hispanic*	120,852	62.99	67.42	15.57	39.85	6.03

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.23** [PE\_STEPS\_2]

Which of the following technical or market research steps did you (or you and your co-developers/collaborators) take to pursue [INSERT DOV\_ACTIVITY]?

Characteristic	Population Estimate	Percentage Reported						
		Consulted established business leaders in the industry on the idea or market	Sought out professional advice (such as from a lawyer, accountant, or another professional related to the operation of a business)	Researched the market or considered how potential customers or other firms might respond if you launched the business	Learned about or applied for patents, copyrights, or trademarks to protect the business idea	Made a prototype	Tested the market and/or collected feedback from customers	None of the above
Overall								
Total	2,044,451	20.52	21.79	39.93	11.38	6.94	16.90	39.04
Entrepreneurial Pathway								
Current Business Owner	615,087	25.10	30.20	47.11	15.05	6.25	16.87	26.83
Current Freelancer	554,141	19.09	19.12	26.94	7.43	1.75	17.88	48.84
Nascent Entrepreneur	253,254	29.90	36.38	60.88	15.78	11.97	22.10	21.14
Former Business Owner	-	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	621,968	13.44	9.92	35.87	9.49	10.19	13.96	49.68
Non-Entrepreneur	-	-	-	-	-	-	-	-
Region								
Indianapolis MSA	778,900	20.75	22.20	40.41	13.99	6.79	18.25	33.99
Balance of State	1,265,551	20.37	21.54	39.63	9.78	7.03	16.08	42.15
Racial Group								
Hispanic, any race	230,234	17.00	26.17	38.96	12.87	14.00	14.64	33.34
White, Non-Hispanic	1,301,402	17.66	19.07	35.84	6.95	4.57	15.38	44.99
Black, Non-Hispanic	330,946	26.83	24.66	48.75	17.79	6.90	15.32	28.50
Other, Non-Hispanic*	120,852	27.38	22.45	49.28	19.42	7.13	28.08	25.28

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.





Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.24**      **[PE\_STEPS\_3]**

**Which of the following business development steps did you (or you and your co-developers/collaborators) take with business support organizations to pursue [INSERT DOV\_ACTIVITY]?**

Characteristic	Population Estimate	Percentage Reported		
		Attended trainings, workshops, or webinars relating to starting and operating a business	Applied to a support program for new business	None of the above
Overall				
Total	2,045,032	31.03	12.29	62.08
Entrepreneurial Pathway				
Current Business Owner	612,651	42.43	20.22	46.40
Current Freelancer	553,948	27.24	10.82	65.73
Nascent Entrepreneur	253,254	50.60	16.29	42.86
Former Business Owner	-	-	-	-
Former Freelancer	-	-	-	-
Withdrawn Entrepreneur	625,179	15.27	4.19	81.98
Non-Entrepreneur	-	-	-	-
Region				
Indianapolis MSA	776,541	32.62	12.50	61.18
Balance of State	1,268,491	30.05	12.15	62.63
Racial Group				
Hispanic, any race	230,506	23.65	17.21	63.98
White, Non-Hispanic	1,299,873	27.80	7.57	68.41
Black, Non-Hispanic	333,426	42.94	23.79	40.64
Other, Non-Hispanic*	120,210	38.57	15.42	56.33

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.25**      **[PE\_STEPS\_4]**

**Which of the following business financing steps did you (or you and your co-developers/collaborators) take to pursue [INSERT DOV\_ACTIVITY]?**

Characteristic	Population Estimate	Percentage Reported				
		Explored financing options with a bank, investors, or grant program	Applied for or requested financing with a bank, investors, or a grant program	Had conversations with acquaintances, friends, and family about potentially funding the business	Put forward my own capital	None of the above
Overall						
Total	2,037,568	15.71	16.76	22.79	35.45	38.09
Entrepreneurial Pathway						
Current Business Owner	614,470	25.59	29.79	22.11	53.15	16.00
Current Freelancer	542,557	9.77	11.26	19.47	37.15	38.98
Nascent Entrepreneur	252,879	27.07	25.52	35.67	35.37	24.05
Former Business Owner	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-
Withdrawn Entrepreneur	627,661	6.60	5.24	21.13	16.67	64.59
Non-Entrepreneur	-	-	-	-	-	-
Region						
Indianapolis MSA	778,595	16.21	14.72	24.30	38.04	36.03
Balance of State	1,258,973	15.41	18.03	21.85	33.85	39.36
Racial Group						
Hispanic, any race	229,022	21.49	19.81	27.46	29.48	33.66
White, Non-Hispanic	1,290,236	12.22	12.50	18.11	38.47	41.74
Black, Non-Hispanic	336,441	19.14	24.72	27.72	29.19	32.90
Other, Non-Hispanic*	120,852	27.60	30.75	29.06	35.98	29.23

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.26**      **[PE\_STEPS\_5]**

**Which of the following organizational planning steps did you (or you and your co-developers/collaborators) take to pursue [INSERT DOV\_ACTIVITY]?**

Characteristic	Population Estimate	Percentage Reported						
		Created spreadsheets, financial models, or other analyses to determine feasibility	Created a website for the business	Created a social media presence for the business	Registered the business for a tax ID	Wrote a business plan	Created a pitch deck, executive summary, or other promotional materials	None of the above
Overall								
Total	2,048,737	23.91	23.26	26.41	27.24	25.39	11.03	38.96
Entrepreneurial Pathway								
Current Business Owner	615,922	31.01	39.13	42.31	55.14	31.36	18.27	17.18
Current Freelancer	554,590	26.22	18.14	22.81	18.30	23.59	7.97	40.47
Nascent Entrepreneur	253,254	34.74	27.89	28.16	29.75	34.93	12.66	25.58
Former Business Owner	-	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	624,971	10.46	10.28	13.24	6.65	17.23	5.95	64.52
Non-Entrepreneur	-	-	-	-	-	-	-	-
Region								
Indianapolis MSA	779,931	25.34	24.16	28.75	30.32	27.99	12.05	32.26
Balance of State	1,268,805	23.03	22.70	24.98	25.34	23.79	10.40	43.08
Racial Group								
Hispanic, any race	229,983	27.80	28.38	22.20	24.90	25.27	13.14	37.59
White, Non-Hispanic	1,300,069	20.28	21.86	25.38	25.08	21.56	9.97	42.31
Black, Non-Hispanic	336,816	24.87	24.39	28.78	34.61	28.95	12.84	31.13
Other, Non-Hispanic*	120,852	41.22	34.11	47.46	35.96	46.63	18.93	24.71

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.



Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.27**      **[PE\_STEPS\_6]**

**Which of the following staffing and growth steps did you (or you and your co-developers/collaborators) take to pursue [INSERT DOV\_ACTIVITY]?**

Characteristic	Population Estimate	Percentage Reported				
		Found a first customer or client	Made a sale or provided the product or service on a pilot basis	Hired an employee (non-cofounder)	Quit your job to devote more time to work on launching the business	None of the above
Overall						
Total	2,030,135	37.58	23.34	11.50	14.14	44.84
Entrepreneurial Pathway						
Current Business Owner	615,634	51.50	33.52	25.04	22.03	22.94
Current Freelancer	548,495	48.99	19.88	7.99	19.30	31.49
Nascent Entrepreneur	252,462	33.65	28.18	10.13	10.42	47.38
Former Business Owner	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-
Withdrawn Entrepreneur	613,545	15.02	14.22	1.61	3.14	77.71
Non-Entrepreneur	-	-	-	-	-	-
Region						
Indianapolis MSA	772,670	37.06	22.78	11.82	14.58	42.61
Balance of State	1,257,466	37.89	23.68	11.30	13.87	46.22
Racial Group						
Hispanic, any race	227,209	37.40	26.88	21.00	11.38	39.01
White, Non-Hispanic	1,285,931	35.88	18.82	8.17	13.13	49.25
Black, Non-Hispanic	335,127	39.03	35.56	16.12	11.28	37.11
Other, Non-Hispanic*	120,852	52.64	24.60	19.64	22.47	33.68

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.28**      **[PE\_CHALLENGE\_1]**

**Which of the following financial or economic security challenges [IF DOV\_GROUP = 3: have you encountered/ELSE: did you encounter] while pursuing [INSERT DOV\_ACTIVITY]?**

Characteristic	Population Estimate	Percentage Reported					
		Not being able to access and/or afford health insurance	Not having access to other employer-provided benefits (aside from health care)	Challenges with personal/family finances while the business is getting started	Not having enough savings for start-up costs	Accessing capital to cover start-up costs	None of the above
Overall							
Total	873,721	38.23	24.83	38.13	58.80	36.74	18.17
Entrepreneurial Pathway							
Current Business Owner	-	-	-	-	-	-	-
Current Freelancer	-	-	-	-	-	-	-
Nascent Entrepreneur	253,254	34.54	22.12	42.03	55.60	39.26	14.44
Former Business Owner	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-
Withdrawn Entrepreneur	620,466	39.73	25.94	36.54	60.10	35.72	19.69
Non-Entrepreneur	-	-	-	-	-	-	-
Region							
Indianapolis MSA	293,725	32.21	21.51	41.03	53.01	33.55	26.95
Balance of State	579,996	41.28	26.51	36.67	61.73	38.36	13.73
Racial Group							
Hispanic, any race	106,533	17.83	16.85	28.99	69.50	44.93	15.97
White, Non-Hispanic	553,694	45.41	26.76	37.47	60.10	35.70	18.16
Black, Non-Hispanic	127,889	21.42	12.68	39.35	55.86	35.90	24.52
Other, Non-Hispanic*	53,378	41.36	42.45	25.39	30.55	10.49	18.48

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.29**      **[PE\_CHALLENGE\_2]**

**Which of the following business operations challenges [IF DOV\_GROUP = 3: have you encountered/ELSE: did you encounter] while pursuing [INSERT DOV\_ACTIVITY]?**

Characteristic	Population Estimate	Percentage Reported					
		Getting the business licensed/registered	Not knowing where to start	Doing my taxes	Navigating local, state, or federal government regulations	Obtaining any relevant insurance related to the work performed	None of the above
Overall							
Total	869,176	21.17	64.53	19.13	24.90	20.44	18.31
Entrepreneurial Pathway							
Current Business Owner	-	-	-	-	-	-	-
Current Freelancer	-	-	-	-	-	-	-
Nascent Entrepreneur	247,358	30.66	58.67	25.41	37.86	28.60	11.67
Former Business Owner	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-
Withdrawn Entrepreneur	621,817	17.40	66.85	16.64	19.75	17.19	20.95
Non-Entrepreneur	-	-	-	-	-	-	-
Region							
Indianapolis MSA	293,039	23.57	55.24	17.60	30.34	23.60	29.49
Balance of State	576,137	19.95	69.25	19.91	22.14	18.83	12.62
Racial Group							
Hispanic, any race	105,279	13.15	73.06	15.34	24.27	13.49	16.13
White, Non-Hispanic	553,951	22.98	68.66	19.62	24.87	21.40	15.14
Black, Non-Hispanic	124,342	29.42	53.86	20.99	25.51	19.76	25.49
Other, Non-Hispanic*	53,378	11.77	53.18	28.33	15.23	36.20	27.28

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.





Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.30**      **[PE\_CHALLENGE\_3]**

**Which of the following customer reach challenges [IF DOV\_GROUP = 3: have you encountered/ELSE: did you encounter] while pursuing [INSERT DOV\_ACTIVITY]?**

Characteristic	Population Estimate	Percentage Reported			
		Finding customers	Setting up the business' digital/online presence	Securing a physical location for the business	None of the above
Overall					
Total	864,700	32.33	23.90	28.75	42.75
Entrepreneurial Pathway					
Current Business Owner	-	-	-	-	-
Current Freelancer	-	-	-	-	-
Nascent Entrepreneur	249,217	47.43	39.64	44.25	19.84
Former Business Owner	-	-	-	-	-
Former Freelancer	-	-	-	-	-
Withdrawn Entrepreneur	615,483	26.22	17.53	22.48	52.02
Non-Entrepreneur	-	-	-	-	-
Region					
Indianapolis MSA	296,704	33.89	29.63	32.72	40.69
Balance of State	567,996	31.52	20.91	26.68	43.82
Racial Group					
Hispanic, any race	106,354	39.91	36.61	20.78	28.68
White, Non-Hispanic	544,528	30.63	16.16	26.46	49.34
Black, Non-Hispanic	129,417	32.47	39.39	38.27	31.64
Other, Non-Hispanic*	52,174	50.19	31.60	39.24	22.68

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.31** [PE\_CHALLENGE\_4]

Which of the following resource or support challenges [IF DOV\_GROUP = 3: have you encountered/ELSE: did you encounter] while pursuing [INSERT DOV\_ACTIVITY]?

Characteristic	Population Estimate	Percentage Reported							
		Finding professional support like lawyers, accountants, or tax professionals	Finding support, advice, or finding role models in my network	Getting support from my family or friends	Getting support from my community	Balancing work and family	Major life event (such as a new child, own or family medical issue)	Finding time to pursue the idea	None of the above
Overall									
Total	877,060	23.45	26.05	17.23	15.01	30.07	24.81	51.37	16.89
Entrepreneurial Pathway									
Current Business Owner	-	-	-	-	-	-	-	-	-
Current Freelancer	-	-	-	-	-	-	-	-	-
Nascent Entrepreneur	250,137	35.43	38.80	22.08	20.75	27.07	24.19	46.14	13.31
Former Business Owner	-	-	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	626,923	18.67	20.96	15.30	12.72	31.27	25.05	53.45	18.31
Non-Entrepreneur	-	-	-	-	-	-	-	-	-
Region									
Indianapolis MSA	299,275	16.73	24.10	16.44	11.91	30.33	25.53	51.00	20.01
Balance of State	577,785	26.93	27.05	17.65	16.61	29.94	24.43	51.56	15.27
Racial Group									
Hispanic, any race	106,533	8.74	31.17	18.84	7.86	25.87	11.92	51.15	22.07
White, Non-Hispanic	557,151	23.98	20.77	16.76	15.04	31.40	25.44	52.27	15.42
Black, Non-Hispanic	128,510	27.78	41.61	23.79	13.82	25.32	19.44	47.03	16.79
Other, Non-Hispanic*	52,639	28.59	24.74	9.51	16.42	31.79	38.96	60.66	9.69

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.



Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.32**      **[PE\_CHALLENGE\_5]**

**Which of the following economy or market challenges [IF DOV\_GROUP = 3: have you encountered/ELSE: did you encounter] while pursuing [INSERT DOV\_ACTIVITY]?**

Characteristic	Population Estimate	Percentage Reported				
		Finding and retaining qualified employees	Competing against other/larger businesses	Supply chain issues	Unfavorable economy	None of the above
Overall						
Total	872,352	13.21	25.87	17.42	34.71	43.55
Entrepreneurial Pathway						
Current Business Owner	-	-	-	-	-	-
Current Freelancer	-	-	-	-	-	-
Nascent Entrepreneur	248,113	24.97	38.01	35.60	34.34	30.33
Former Business Owner	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-
Withdrawn Entrepreneur	624,239	8.53	21.05	10.19	34.86	48.81
Non-Entrepreneur	-	-	-	-	-	-
Region						
Indianapolis MSA	297,080	15.62	26.08	19.72	33.35	44.17
Balance of State	575,272	11.96	25.77	16.23	35.41	43.24
Racial Group						
Hispanic, any race	106,533	10.03	29.32	15.05	38.83	30.82
White, Non-Hispanic	555,940	9.38	23.18	17.02	35.01	45.75
Black, Non-Hispanic	125,478	20.74	23.90	17.47	25.05	49.96
Other, Non-Hispanic*	52,174	16.69	44.79	12.03	56.45	32.25

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.33a [PE\_CAPITAL\_1] – Entrepreneurial Pathway and Region**

**Did you use any of the following sources of capital to cover the costs related to pursuing or starting up your business [IF DOV\_GROUP = 3 OR 6: idea]?**

Primary Reason	Percent Reported						
	Total	Entrepreneurial Pathway					
		Current Business Owner	Current Freelancer	Nascent Entrepreneur	Former Business Owner	Former Freelancer	Withdrawn Entrepreneur
Population Estimate	2,930,799	615,922	553,970	249,152	424,446	482,904	604,405
Personal/family savings of owner(s)	49.61	71.08	43.58	54.45	67.01	23.23	40.11
Personal/family assets other than savings of owner(s)	11.47	18.18	12.28	13.27	10.87	7.21	6.95
Personal/family home equity loan	5.18	9.36	5.09	7.45	4.47	2.22	2.95
Personal credit card(s) carrying balances	14.08	23.44	13.88	15.26	15.83	10.75	5.70
Business credit card(s) carrying balances	5.66	12.07	5.03	7.34	6.58	1.13	2.00
Government-guaranteed business loan from a bank or financial institutions, including SBA-guaranteed loans	3.20	6.70	2.45	10.63	1.15	0.00	1.27
Business loan from a bank or financial institution (including online lenders)	7.65	18.15	3.50	12.28	8.66	1.99	2.65
Business loan from a federal, state, or local government	3.25	5.41	3.76	7.92	0.16	0.98	2.66
Business loan/investment from family/friend(s)	2.89	4.77	1.93	5.98	4.15	0.15	1.87
Investment by venture capitalist(s)/angel investor(s)	2.23	5.04	1.59	3.84	0.71	0.16	1.99
Crowdfunding (Kickstarter, Indiegogo, etc.)	1.79	3.71	0.63	4.37	0.22	0.38	2.06
Grants	2.52	4.34	2.07	6.66	1.01	0.82	1.81
Other capital source(s)	0.93	3.00	0.00	0.99	0.39	0.11	0.68
None needed	36.56	10.62	41.29	20.46	25.81	60.20	53.97

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.33b [PE\_CAPITAL\_1] – Racial Groups**

**Did you use any of the following sources of capital to cover the costs related to pursuing or starting up your business [IF DOV\_GROUP = 3 OR 6: idea]?**

Primary Reason	Percent Reported						
	Total	Region		Racial Groups			
		Indianapolis MSA	Balance of State	Hispanic, any race	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic*
<b>Population Estimate</b>	<b>2,930,799</b>	<b>1,017,849</b>	<b>1,912,949</b>	<b>281,907</b>	<b>1,987,287</b>	<b>408,140</b>	<b>143,571</b>
Personal/family savings of owner(s)	49.61	46.98	51.01	39.82	51.25	47.63	58.70
Personal/family assets other than savings of owner(s)	11.47	13.02	10.64	13.04	10.03	16.00	17.80
Personal/family home equity loan	5.18	5.95	4.78	14.11	3.61	5.52	6.36
Personal credit card(s) carrying balances	14.08	14.86	13.67	13.98	12.88	18.95	21.28
Business credit card(s) carrying balances	5.66	7.26	4.82	7.65	3.65	11.41	7.42
Government-guaranteed business loan from a bank or financial institutions, including SBA-guaranteed loans	3.20	4.71	2.40	5.74	2.02	7.15	5.87
Business loan from a bank or financial institution (including online lenders)	7.65	9.96	6.42	6.06	7.17	10.60	10.14
Business loan from a federal, state, or local government	3.25	4.21	2.74	5.06	0.90	7.64	9.15
Business loan/investment from family/friend(s)	2.89	4.23	2.18	5.48	2.06	5.10	5.27
Investment by venture capitalist(s)/angel investor(s)	2.23	4.02	1.27	3.78	1.38	3.38	4.74
Crowdfunding (Kickstarter, Indiegogo, etc.)	1.79	2.54	1.39	2.60	0.70	4.50	4.30
Grants	2.52	3.33	2.10	2.58	1.28	7.07	8.61
Other capital source(s)	0.93	0.89	0.95	1.18	0.95	1.23	0.00
None needed	36.56	34.41	37.71	39.31	38.02	29.93	21.77

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.34** [PE\_CAPITAL\_INSTITUTION\_1]

Which of the following describe the bank or financial institution from which you received capital? [SHOW IF PE\_CAPITAL\_1 = 6 OR 7]

Characteristic	Population Estimate	Percentage Reported									
		Small local bank	Large national bank	Financial services company	Online lender/fintech lender	Credit union	Finance company	Alternative financial source	Community development financial institution	Other institution	None of the above
Overall											
Total	283,264	46.85	30.46	15.14	9.53	18.32	13.29	6.39	6.47	0.23	8.46
Entrepreneurial Pathway											
Current Business Owner	141,383	50.87	29.77	22.07	16.13	23.23	16.83	9.04	11.13	0.00	0.24
Current Freelancer	28,597	36.77	41.19	16.49	9.77	22.36	8.04	10.31	8.09	0.00	6.95
Nascent Entrepreneur	43,049	15.37	59.30	10.14	0.00	10.78	10.40	0.00	0.00	0.00	24.60
Former Business Owner	40,114	90.20	5.17	0.00	0.00	7.04	3.63	0.00	0.00	0.00	0.00
Former Freelancer	9,597	35.60	20.48	8.31	8.31	31.12	43.12	0.00	0.00	0.00	20.82
Withdrawn Entrepreneur	20,525	19.81	13.77	8.75	2.97	10.74	7.18	11.52	1.31	3.20	44.15
Non-Entrepreneur	-	-	-	-	-	-	-	-	-	-	-
Region											
Indianapolis MSA	131,431	37.39	32.64	18.42	12.84	12.19	14.38	6.61	9.26	0.00	10.67
Balance of State	151,833	55.04	28.56	12.30	6.68	23.63	12.34	6.20	4.05	0.43	6.56
Racial Group											
Hispanic, any race	29,008	26.56	35.12	43.35	26.29	17.43	30.53	8.34	10.98	0.00	1.17
White, Non-Hispanic	164,785	52.97	32.75	10.12	6.06	19.07	6.86	5.34	3.15	0.40	2.86
Black, Non-Hispanic	61,420	51.14	29.16	13.32	7.84	19.28	16.66	6.79	4.32	0.00	17.10
Other, Non-Hispanic*	21,257	24.40	14.49	25.66	21.52	11.52	28.76	12.75	34.29	0.00	12.96

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.




**TABLE A.35 [PE\_GRANT\_TYPE\_1]**

**Which of the following describe the source from which you received grant capital?  
[SHOW IF PE\_CAPITAL\_1 = 12]**

Characteristic	Population Estimate	Percentage Reported			
		Government source	Private institution	Non-profit organization	Other grant source
Overall					
Total	69,129	55.81	23.21	45.84	3.24
Entrepreneurial Pathway					
Current Business Owner	26,713	60.87	23.96	64.77	0.00
Current Freelancer	11,223	51.38	22.36	30.53	9.29
Nascent Entrepreneur	11,991	69.93	25.74	28.12	1.10
Former Business Owner	4,299	23.85	0.00	76.15	0.00
Former Freelancer	3,948	75.09	22.02	2.89	0.00
Withdrawn Entrepreneur	10,956	38.16	29.05	38.35	9.72
Non-Entrepreneur	-	-	-	-	-
Region					
Indianapolis MSA	33,606	63.39	28.71	39.43	6.66
Balance of State	35,523	48.64	18.02	51.90	0.00
Racial Group					
Hispanic, any race	7,282	33.57	29.28	37.15	14.63
White, Non-Hispanic	25,503	44.04	18.26	50.54	4.09
Black, Non-Hispanic	23,988	54.84	22.25	44.55	0.55
Other, Non-Hispanic*	12,356	95.09	31.73	43.77	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.36 [PE\_CAPITAL\_2]**

**Of the sources of capital you used, did you receive as much funding as you requested?**

Characteristic	Percent Who Requested Funding but Received Less Than Requested								
	Business credit card(s) carrying balances	Government-guaranteed business loan from a bank or financial institutions, including SBA-guaranteed loans	Business loan from a bank or financial institution	Business loan from a federal, state, or local government	Business loan/investment from family/friend(s)	Investment by venture capitalist(s)/ angel investor(s)	Crowd-funding	Grants	Other
<b>Overall</b>									
<b>Total</b>	<b>33.23</b>	<b>42.06</b>	<b>24.15</b>	<b>48.98</b>	<b>44.41</b>	<b>49.22</b>	<b>54.56</b>	<b>48.28</b>	<b>58.24</b>
<b>Entrepreneurial Pathway</b>									
<b>Current Business Owner</b>	<b>17.28</b>	<b>19.67</b>	<b>12.03</b>	<b>20.35</b>	<b>27.79</b>	<b>13.35</b>	<b>23.74</b>	<b>23.70</b>	<b>73.29</b>
<b>Current Freelancer</b>	<b>56.19</b>	<b>19.47</b>	<b>41.75</b>	<b>31.29</b>	<b>38.16</b>	<b>81.67</b>	<b>9.91</b>	<b>52.07</b>	<b>N/A</b>
<b>Nascent Entrepreneur</b>	<b>59.83</b>	<b>78.58</b>	<b>46.69</b>	<b>75.21</b>	<b>62.49</b>	<b>79.15</b>	<b>90.24</b>	<b>87.95</b>	<b>26.63</b>
<b>Former Business Owner</b>	<b>16.71</b>	<b>0.00</b>	<b>9.05</b>	<b>72.36</b>	<b>44.47</b>	<b>29.20</b>	<b>0.00</b>	<b>11.65</b>	<b>0.00</b>
<b>Former Freelancer</b>	<b>35.59</b>	<b>N/A</b>	<b>24.66</b>	<b>53.44</b>	<b>100.00</b>	<b>0.00</b>	<b>100.00</b>	<b>53.46</b>	<b>N/A</b>
<b>Withdrawn Entrepreneur</b>	<b>76.73</b>	<b>100.00</b>	<b>82.78</b>	<b>94.54</b>	<b>65.32</b>	<b>93.20</b>	<b>86.99</b>	<b>57.38</b>	<b>83.23</b>
<b>Non-Entrepreneur</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Region</b>									
<b>Indianapolis MSA</b>	<b>31.11</b>	<b>37.66</b>	<b>33.53</b>	<b>57.40</b>	<b>51.16</b>	<b>54.10</b>	<b>47.74</b>	<b>54.08</b>	<b>90.34</b>
<b>Balance of State</b>	<b>35.13</b>	<b>46.79</b>	<b>16.73</b>	<b>41.76</b>	<b>37.09</b>	<b>40.18</b>	<b>61.48</b>	<b>42.91</b>	<b>22.85</b>
<b>Racial Group</b>									
<b>Hispanic, any race</b>	<b>20.32</b>	<b>37.12</b>	<b>21.49</b>	<b>26.56</b>	<b>27.73</b>	<b>41.58</b>	<b>59.60</b>	<b>68.83</b>	<b>0.00</b>
<b>White, Non-Hispanic</b>	<b>34.66</b>	<b>38.69</b>	<b>11.81</b>	<b>58.25</b>	<b>44.72</b>	<b>58.72</b>	<b>51.59</b>	<b>43.18</b>	<b>75.47</b>
<b>Black, Non-Hispanic</b>	<b>18.50</b>	<b>49.34</b>	<b>39.47</b>	<b>52.67</b>	<b>51.77</b>	<b>29.85</b>	<b>44.95</b>	<b>56.20</b>	<b>50.55</b>
<b>Other, Non-Hispanic*</b>	<b>36.94</b>	<b>39.67</b>	<b>71.19</b>	<b>69.29</b>	<b>59.79</b>	<b>27.96</b>	<b>34.52</b>	<b>27.53</b>	<b>N/A</b>

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. Missing values (shown as N/A) indicate that no respondents with the corresponding characteristic were eligible to answer this question.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.37**      **[PE\_CAPITAL\_3]**

**Of the sources of capital, you did not use, did you request funding but not receive any?**

<b>Characteristic</b>	<b>Percent Who Requested Funding but Did Not Receive Any</b>							
	Business credit card(s) carrying balances	Government-guaranteed business loan from a bank or financial institutions, including SBA-guaranteed loans	Business loan from a bank or financial institution	Business loan from a federal, state, or local government	Business loan/investment from family/friend(s)	Investment by venture capitalist(s)/ angel investor(s)	Crowd-funding	Grants
<b>Overall</b>								
<b>Total</b>	<b>9.99</b>	<b>8.99</b>	<b>8.61</b>	<b>6.93</b>	<b>8.17</b>	<b>5.58</b>	<b>5.20</b>	<b>7.18</b>
<b>Entrepreneurial Pathway</b>								
<b>Current Business Owner</b>	<b>21.50</b>	<b>17.23</b>	<b>21.47</b>	<b>15.98</b>	<b>18.87</b>	<b>11.44</b>	<b>12.80</b>	<b>15.14</b>
<b>Current Freelancer</b>	<b>13.34</b>	<b>9.53</b>	<b>9.76</b>	<b>9.01</b>	<b>9.44</b>	<b>6.77</b>	<b>7.14</b>	<b>8.04</b>
<b>Nascent Entrepreneur</b>	<b>15.12</b>	<b>16.76</b>	<b>9.03</b>	<b>9.86</b>	<b>9.33</b>	<b>8.10</b>	<b>5.19</b>	<b>16.18</b>
<b>Former Business Owner</b>	<b>6.81</b>	<b>10.39</b>	<b>5.73</b>	<b>3.76</b>	<b>4.93</b>	<b>2.06</b>	<b>1.52</b>	<b>3.55</b>
<b>Former Freelancer</b>	<b>1.20</b>	<b>1.65</b>	<b>1.66</b>	<b>1.78</b>	<b>1.36</b>	<b>2.81</b>	<b>1.00</b>	<b>0.64</b>
<b>Withdrawn Entrepreneur</b>	<b>3.82</b>	<b>2.70</b>	<b>3.99</b>	<b>1.54</b>	<b>3.62</b>	<b>2.43</b>	<b>1.83</b>	<b>2.83</b>
<b>Non-Entrepreneur</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Region</b>								
<b>Indianapolis MSA</b>	<b>10.99</b>	<b>9.91</b>	<b>11.74</b>	<b>8.93</b>	<b>9.96</b>	<b>6.81</b>	<b>6.09</b>	<b>8.33</b>
<b>Balance of State</b>	<b>9.48</b>	<b>8.52</b>	<b>7.03</b>	<b>5.89</b>	<b>7.25</b>	<b>4.94</b>	<b>4.73</b>	<b>6.57</b>
<b>Racial Group</b>								
<b>Hispanic, any race</b>	<b>18.08</b>	<b>10.44</b>	<b>13.05</b>	<b>10.03</b>	<b>10.87</b>	<b>9.34</b>	<b>13.06</b>	<b>12.82</b>
<b>White, Non-Hispanic</b>	<b>6.43</b>	<b>5.78</b>	<b>6.44</b>	<b>4.82</b>	<b>4.77</b>	<b>2.79</b>	<b>2.84</b>	<b>4.13</b>
<b>Black, Non-Hispanic</b>	<b>20.85</b>	<b>18.50</b>	<b>17.68</b>	<b>15.03</b>	<b>20.32</b>	<b>13.90</b>	<b>11.47</b>	<b>16.31</b>
<b>Other, Non-Hispanic*</b>	<b>11.95</b>	<b>12.47</b>	<b>10.63</b>	<b>11.87</b>	<b>12.43</b>	<b>11.42</b>	<b>9.09</b>	<b>12.07</b>

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.


**TABLE A.38 [PE\_CAPITAL\_4\_PUF\_IN]**

What [IF DOV\_GROUP = 1, 2, 4, 5, OR 6: was/ELSE: is] the total amount of capital used [IF DOV\_GROUP = 1, 4: to start your own business] [IF DOV\_GROUP = 2, 5: to start working for yourself as a freelancer, consultant, or independent contractor] [IF DOV\_GROUP = 3: so far to start up your business idea or working for yourself] [IF DOV\_GROUP = 6: when you were trying to start up your business idea or working for yourself]? Capital includes personal or family savings, other assets, and money that has been invested, gifted, or loaned by other individuals or organizations. Your best estimate is fine.

Characteristic	Population Estimate	Percentage Reported										
		<\$100	\$100- \$499	\$500- \$999	\$1,000- \$4,999	\$5,000- \$9,999	\$10,000- \$24,999	\$25,000- \$49,999	\$50,000- \$999,999	\$100,000- \$249,999	\$250,000+	Refused/ Don't know
Overall												
Total	2,960,510	45.06	4.04	3.97	16.71	7.08	7.62	3.97	2.58	3.82	2.17	2.98
Entrepreneurial Pathway												
Current Business Owner	615,922	14.97	3.72	9.34	17.54	8.16	9.97	9.78	7.47	7.41	7.30	4.36
Current Freelancer	554,590	49.18	7.49	5.66	15.40	8.70	6.45	3.50	0.74	0.38	2.02	0.47
Nascent Entrepreneur	253,254	33.51	4.43	2.16	29.44	4.93	4.11	4.44	2.25	7.53	1.83	5.38
Former Business Owner	424,961	34.18	3.02	2.08	16.13	13.39	13.17	4.29	4.17	7.24	0.72	1.60
Former Freelancer	484,121	71.24	4.66	1.66	17.54	1.82	1.29	0.42	0.43	0.34	0.00	0.61
Withdrawn Entrepreneur	627,661	62.77	1.37	0.99	11.69	5.26	8.89	1.01	0.10	2.23	0.05	5.64
Non-Entrepreneur	-	-	-	-	-	-	-	-	-	-	-	-
Region												
Indianapolis MSA	1,023,807	42.13	3.95	6.20	15.66	6.23	8.73	3.52	2.29	3.42	3.93	3.95
Balance of State	1,936,703	46.60	4.09	2.79	17.27	7.54	7.04	4.20	2.73	4.04	1.24	2.47
Racial Group												
Hispanic, any race	284,386	52.55	2.35	2.18	7.62	11.56	7.58	3.59	3.26	3.01	3.92	2.36
White, Non-Hispanic	2,009,584	44.73	4.31	3.79	19.59	6.16	6.84	3.69	2.02	4.54	1.85	2.48
Black, Non-Hispanic	411,239	38.81	5.07	6.20	10.83	10.50	8.83	3.96	5.61	1.83	2.01	6.33
Other, Non-Hispanic*	144,086	41.05	3.28	5.95	12.41	6.12	15.31	1.82	2.06	2.84	5.26	3.91

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population Survey in Indiana: 2023.



**TABLE A.39 [PE\_CAPITAL\_5\_PUF\_IN]**

What [IF DOV\_GROUP = 1, 2, 4, 5, OR 6: was/ELSE: is] the total amount of personal capital used [IF DOV\_GROUP = 1, 2, 4, OR 5: to start [INSERT DOV\_ACTIVITY]] [IF DOV\_GROUP = 3: so far to start up your business idea or working for yourself] [IF DOV\_GROUP = 6: when you were trying to start up your business idea or working for yourself]? This source of capital includes personal savings, personal retirement accounts, home equity loans, and personally borrowed funds. Your best estimate is fine.

Characteristic	Population Estimate	Percentage Reported									
		<\$100	\$100-\$499	\$500-\$999	\$1,000-\$4,999	\$5,000-\$9,999	\$10,000-\$24,999	\$25,000-\$49,999	\$50,000-\$999,999	\$100,000-\$249,999	Refused/ Don't know
Overall											
Total	2,960,510	52.91	3.52	4.47	14.79	6.79	7.14	2.18	1.68	2.22	4.30
Entrepreneurial Pathway											
Current Business Owner	615,922	28.85	5.04	6.99	15.22	10.54	11.05	5.05	4.86	5.88	6.54
Current Freelancer	554,590	57.38	4.06	6.55	13.94	10.45	4.35	0.51	1.61	0.42	0.74
Nascent Entrepreneur	253,254	45.63	2.93	2.76	27.65	2.51	7.75	5.38	0.00	0.12	5.28
Former Business Owner	424,961	43.07	2.40	1.67	20.89	8.04	10.74	2.88	1.92	4.69	3.70
Former Freelancer	484,121	73.88	4.03	4.62	13.31	0.88	1.24	0.34	0.00	0.00	1.70
Withdrawn Entrepreneur	627,661	66.00	2.19	2.63	6.95	5.30	7.66	0.47	0.43	1.09	7.28
Non-Entrepreneur	-	-	-	-	-	-	-	-	-	-	-
Region											
Indianapolis MSA	1,023,807	51.44	4.77	6.22	12.36	6.00	6.50	2.60	2.06	1.84	6.21
Balance of State	1,936,703	53.69	2.86	3.54	16.08	7.20	7.49	1.95	1.48	2.42	3.29
Racial Group											
Hispanic, any race	284,386	60.53	2.54	2.66	6.66	9.11	5.26	2.76	3.00	2.93	4.55
White, Non-Hispanic	2,009,584	51.75	3.97	4.44	17.22	5.63	7.54	1.65	1.74	2.30	3.76
Black, Non-Hispanic	411,239	50.52	3.80	4.22	13.05	6.79	7.54	4.58	0.76	1.53	7.20
Other, Non-Hispanic*	144,086	55.25	0.64	5.89	8.94	13.73	4.01	2.38	0.69	3.31	5.16

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.40 [PE\_CAPITAL\_6\_PUF\_IN]**

What [IF DOV\_GROUP = 1, 2, 4, 5, OR 6: was/ELSE: is] the total amount of capital from family, friends, and employees used [IF DOV\_GROUP = 1, 2, 4, OR 5: to start [INSERT DOV\_ACTIVITY]] [IF DOV\_GROUP = 3: so far to start up your business idea or working for yourself] [IF DOV\_GROUP = 6: when you were trying to start up your business idea or working for yourself]? This source of capital includes money received from family, friends, and employees. Your best estimate is fine.

Characteristic	Population Estimate	Percentage Reported								
		<\$100	\$100- \$499	\$500- \$999	\$1,000- \$4,999	\$5,000- \$9,999	\$10,000- \$24,999	\$25,000- \$49,999	\$50,000+	Refused/ Don't know
Overall										
Total	2,960,510	79.42	2.14	1.90	4.28	1.32	1.81	1.64	1.70	5.80
Entrepreneurial Pathway										
Current Business Owner	615,922	69.85	1.89	2.48	3.99	2.99	2.23	3.38	5.11	8.08
Current Freelancer	554,590	83.50	5.53	1.63	2.66	0.76	4.16	0.48	0.44	0.85
Nascent Entrepreneur	253,254	73.91	5.21	1.64	2.70	1.30	2.53	1.31	1.80	9.61
Former Business Owner	424,961	70.66	0.34	0.90	9.57	0.75	1.67	4.54	2.17	9.40
Former Freelancer	484,121	94.09	0.61	1.17	2.01	1.17	0.00	0.00	0.00	0.95
Withdrawn Entrepreneur	627,661	82.03	0.57	2.93	4.80	0.69	0.50	0.39	0.41	7.69
Non-Entrepreneur	-	-	-	-	-	-	-	-	-	-
Region										
Indianapolis MSA	1,023,807	79.30	2.11	2.63	3.38	1.85	2.50	0.72	1.32	6.19
Balance of State	1,936,703	79.48	2.16	1.52	4.75	1.04	1.44	2.12	1.90	5.59
Racial Group										
Hispanic, any race	284,386	77.40	0.95	2.62	4.33	2.29	2.91	1.18	1.59	6.73
White, Non-Hispanic	2,009,584	82.21	2.17	1.77	3.20	0.91	1.13	1.82	1.47	5.31
Black, Non-Hispanic	411,239	68.70	3.07	2.26	7.73	3.34	2.13	1.91	1.65	9.21
Other, Non-Hispanic*	144,086	79.02	2.47	1.49	4.22	0.30	1.11	0.52	5.34	5.52

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.41 [PE\_CAPITAL\_7\_PUF\_IN]**

What [IF DOV\_GROUP = 1, 2, 4, 5, OR 6: was/ELSE: is] the total amount of capital from banks or financial institutions used [IF DOV\_GROUP = 1, 2, 4, OR 5: to start [INSERT DOV\_ACTIVITY]] [IF DOV\_GROUP = 3: so far to start up your business idea or working for yourself] [IF DOV\_GROUP = 6: when you were trying to start up your business idea or working for yourself]? This source of capital includes money borrowed from a bank or financial institution, including business loans, a business credit card carrying a balance, or a business line of credit. Your best estimate is fine.

Characteristic	Population Estimate	Percentage Reported						
		<\$100	\$100-\$999	\$1,000-\$9,999	\$10,000-\$24,999	\$25,000-\$99,999	\$100,000+	Refused/ Don't know
Overall								
Total	2,960,510	89.22	0.69	2.40	1.93	1.94	2.20	1.63
Entrepreneurial Pathway								
Current Business Owner	615,922	74.46	1.78	4.90	6.88	4.60	5.45	1.94
Current Freelancer	554,590	93.46	0.49	4.01	0.11	0.36	1.37	0.19
Nascent Entrepreneur	253,254	86.95	0.82	1.60	1.48	4.78	0.00	4.37
Former Business Owner	424,961	90.26	0.00	0.24	1.28	3.20	5.01	0.00
Former Freelancer	484,121	97.98	0.44	0.47	0.23	0.29	0.16	0.42
Withdrawn Entrepreneur	627,661	93.41	0.38	1.81	0.61	0.00	0.28	3.51
Non-Entrepreneur	-	-	-	-	-	-	-	-
Region								
Indianapolis MSA	1,023,807	87.25	0.52	3.10	2.38	2.10	2.74	1.90
Balance of State	1,936,703	90.26	0.77	2.03	1.69	1.85	1.91	1.48
Racial Group								
Hispanic, any race	284,386	86.37	0.87	5.18	3.10	1.30	1.27	1.92
White, Non-Hispanic	2,009,584	90.83	0.37	1.19	1.32	2.20	2.71	1.37
Black, Non-Hispanic	411,239	84.42	2.29	2.27	5.04	1.99	0.47	3.52
Other, Non-Hispanic*	144,086	90.67	0.00	3.80	0.69	0.88	3.45	0.52

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.


**TABLE A.42 [PE\_CAPITAL\_8\_PUF\_IN]**

What [IF DOV\_GROUP = 1, 2, 4, 5, OR 6: was/ELSE: is] the total amount of capital from outside investors used [IF DOV\_GROUP = 1, 2, 4, OR 5: to start [INSERT DOV\_ACTIVITY]] [IF DOV\_GROUP = 3: so far to start up your business idea or working for yourself] [IF DOV\_GROUP= 6: when you were trying to start up your business idea or working for yourself]? This source of capital includes money received from angel investors, venture capitalists, or other businesses in return for a share of ownership in the business. Your best estimate is fine.

Characteristic	Population Estimate	Percentage Reported		
		<\$100	\$100+	Refused/ Don't know
Overall				
Total	2,960,510	97.60	1.38	1.02
Entrepreneurial Pathway				
Current Business Owner	615,922	95.50	3.98	0.52
Current Freelancer	554,590	98.70	1.14	0.15
Nascent Entrepreneur	253,254	95.19	2.52	2.29
Former Business Owner	424,961	99.61	0.39	0.00
Former Freelancer	484,121	99.75	0.00	0.25
Withdrawn Entrepreneur	627,661	96.64	0.31	3.05
Non-Entrepreneur	-	-	-	-
Region				
Indianapolis MSA	1,023,807	97.62	1.99	0.39
Balance of State	1,936,703	97.59	1.05	1.35
Racial Group				
Hispanic, any race	284,386	96.19	2.29	1.52
White, Non-Hispanic	2,009,584	98.28	0.96	0.76
Black, Non-Hispanic	411,239	94.64	2.77	2.59
Other, Non-Hispanic*	144,086	98.12	1.88	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.43 [PE\_CAPITAL\_9\_PUF\_IN]**

What [IF DOV\_GROUP = 1, 2, 4, 5, OR 6: was/ELSE: is] the total amount of capital from government grants used [IF DOV\_GROUP = 1, 2, 4, OR 5: to start [INSERT DOV\_ACTIVITY]] [IF DOV\_GROUP = 3: so far to start up your business idea or working for yourself] [IF DOV\_GROUP= 6: when you were trying to start up your business idea or working for yourself]? This source of capital includes money received from government grants such as the Small Business Innovation Research (SBIR) and/or Small Business Technology Transfer (STTR) programs. Your best estimate is fine.

Characteristic	Population Estimate	Percentage Reported		
		<\$100	\$100+	Refused/ Don't know
Overall				
Total	2,960,510	97.87	0.82	1.31
Entrepreneurial Pathway				
Current Business Owner	615,922	96.92	1.74	1.35
Current Freelancer	554,590	98.70	1.25	0.05
Nascent Entrepreneur	253,254	94.74	1.22	4.05
Former Business Owner	424,961	99.54	0.46	0.00
Former Freelancer	484,121	99.21	0.36	0.44
Withdrawn Entrepreneur	627,661	97.16	0.00	2.84
Non-Entrepreneur	-	-	-	-
Region				
Indianapolis MSA	1,023,807	97.82	1.05	1.13
Balance of State	1,936,703	97.89	0.70	1.41
Racial Group				
Hispanic, any race	284,386	98.08	0.54	1.38
White, Non-Hispanic	2,009,584	98.53	0.41	1.07
Black, Non-Hispanic	411,239	94.25	2.80	2.95
Other, Non-Hispanic*	144,086	96.92	2.19	0.89

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.44 [PE\_STOPREASON\_1]**

**What were the primary factors that contributed to your decision to stop pursuing working for yourself?**

Primary Reason	Percent Reported							
	Total	Entrepreneurial Pathway	Region		Racial Group			
		Withdrawn Entrepreneur	Indianapolis MSA	Balance of State	Hispanic, any race	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic*
<b>Population Estimate</b>	<b>591,180</b>	<b>591,180</b>	<b>188,099</b>	<b>403,081</b>	<b>75,443</b>	<b>396,579</b>	<b>63,519</b>	<b>35,613</b>
Lack of financial resources	41.06	41.06	35.97	43.43	43.77	45.71	29.62	21.09
Lack of time	42.39	42.39	53.49	37.21	54.98	36.67	47.38	44.76
Lost focus, interest, and/or motivation or felt burnt out	33.81	33.81	39.14	31.32	58.99	29.26	35.44	28.40
I needed help, but did not know where to go for support	35.06	35.06	26.63	38.99	44.10	34.71	37.50	16.15
Difficulties with partners or investors	2.98	2.98	2.75	3.09	3.02	3.14	4.56	0.00
Family/friends were not supportive	9.59	9.59	5.61	11.45	5.05	11.16	12.41	2.19
I decided it was too risky	43.13	43.13	43.71	42.86	58.25	45.32	25.62	36.34
Major life event (such as a new child, own or family medical issue)	25.35	25.35	30.89	22.76	7.85	28.68	12.68	43.24
I decided to take a new job/enter employment	18.60	18.60	11.33	22.00	14.73	17.96	19.13	42.71
I received a promotion at work	6.67	6.67	10.50	4.88	1.82	7.61	9.97	4.37
I decided to go back to school	7.45	7.45	6.56	7.87	1.34	5.87	15.68	11.56
I needed employer-provided health insurance	17.43	17.43	18.24	17.05	6.05	18.63	9.38	49.43
Other factor	4.09	4.09	7.83	2.34	0.76	4.77	1.56	10.30

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.45a [PE\_STOPREASON\_2] – Entrepreneurial Pathway and Region**

**You reported the following contributed to your decision to stop pursuing working for yourself. Of these reasons for stopping your business pursuit, which was the primary reason? [SHOW IF MORE THAN ONE ITEM SELECTED IN PE\_STOPREASON\_1\_1 TO PE\_STOPREASON\_1\_13]**

Primary Reason	Percent Reported			
	Total	Entrepreneurial Pathway	Region	
		Withdrawn Entrepreneur	Indianapolis MSA	Balance of State
<b>Population Estimate</b>	<b>591,180</b>	<b>591,180</b>	<b>188,099</b>	<b>403,081</b>
Lack of financial resources	8.80	8.80	13.50	6.61
Lack of time	10.68	10.68	12.14	10.00
Lost focus, interest, and/or motivation or felt burnt out	14.77	14.77	14.66	14.83
I needed help, but did not know where to go for support	11.73	11.73	7.16	13.87
Difficulties with partners or investors	0.44	0.44	0.62	0.35
Family/friends were not supportive	1.91	1.91	1.79	1.97
I decided it was too risky	15.03	15.03	13.40	15.80
Major life event (such as a new child, own or family medical issue)	13.04	13.04	15.33	11.97
I decided to take a new job/enter employment	5.97	5.97	5.40	6.24
I received a promotion at work	1.46	1.46	0.86	1.75
I decided to go back to school	2.50	2.50	4.73	1.46
I needed employer-provided health insurance	1.83	1.83	1.41	2.02
Other	2.18	2.18	4.82	0.95
Refused/Don't know	9.64	9.64	4.19	12.19

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.45b [PE\_STOPREASON\_2] – Racial Groups**

**You reported the following contributed to your decision to stop pursuing working for yourself. Of these reasons for stopping your business pursuit, which was the primary reason? [SHOW IF MORE THAN ONE ITEM SELECTED IN PE\_STOPREASON\_1\_1 TO PE\_STOPREASON\_1\_13]**

Primary Reason	Percent Reported				
	Total	Racial Group			
		Hispanic, any race	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic*
<b>Population Estimate</b>	<b>591,180</b>	<b>75,443</b>	<b>396,579</b>	<b>63,519</b>	<b>35,613</b>
Lack of financial resources	8.80	10.80	8.63	10.76	7.91
Lack of time	10.68	20.31	5.32	17.77	9.62
Lost focus, interest, and/or motivation or felt burnt out	14.77	33.82	10.49	20.32	20.50
I needed help, but did not know where to go for support	11.73	9.77	12.76	15.01	2.19
Difficulties with partners or investors	0.44	0.00	0.29	2.21	0.00
Family/friends were not supportive	1.91	0.75	2.22	3.05	0.00
I decided it was too risky	15.03	7.34	19.46	8.05	2.98
Major life event (such as a new child, own or family medical issue)	13.04	5.17	16.68	7.63	6.11
I decided to take a new job/enter employment	5.97	10.08	3.09	3.77	35.92
I received a promotion at work	1.46	0.34	1.95	1.05	0.00
I decided to go back to school	2.50	0.65	0.87	7.16	1.79
I needed employer-provided health insurance	1.83	0.21	2.24	1.26	2.69
Other	2.18	0.00	2.08	1.56	10.30
Refused/Don't know	9.64	0.76	13.90	0.40	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.46 [PE\_STOPREASON\_3]**

**YOU REPORTED THE FOLLOWING CONTRIBUTED TO YOUR DECISION TO STOP PURSUING WORKING FOR YOURSELF. OF THESE REASONS FOR STOPPING YOUR BUSINESS PURSUIT, WHICH WAS THE SECOND MOST IMPORTANT REASON? [SHOW IF MORE THAN TWO ITEMS SELECTED IN PE\_STOPREASON\_1\_1 TO PE\_STOPREASON\_1\_13]**

Primary Reason	Percent Reported							
	Total	Entrepreneurial Pathway	Region		Racial Group			
		Withdrawn Entrepreneur	Indianapolis MSA	Balance of State	Hispanic, any race	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic*
Population Estimate	433,215	433,215	140,874	292,341	54,745	298,309	42,286	30,107
Lack of financial resources	17.03	17.03	11.58	19.66	8.26	19.71	21.10	1.62
Lack of time	16.31	16.31	20.39	14.34	32.85	12.71	16.27	26.07
Lost focus, interest, and/or motivation or felt burnt out	7.62	7.62	11.63	5.69	5.73	6.16	10.70	4.38
I needed help, but did not know where to go for support	9.15	9.15	10.85	8.34	6.13	9.96	9.56	8.49
Difficulties with partners or investors	0.68	0.68	2.09	0.00	0.89	0.52	2.13	0.00
Family/friends were not supportive	2.67	2.67	1.92	3.02	4.41	2.04	6.49	1.03
I decided it was too risky	12.66	12.66	16.72	10.70	36.87	9.10	11.36	8.97
Major life event (such as a new child, own or family medical issue)	5.65	5.65	5.51	5.73	2.44	3.14	3.13	41.41
I decided to take a new job/enter employment	3.93	3.93	0.53	5.57	1.15	5.45	0.28	0.00
I received a promotion at work	0.97	0.97	2.21	0.36	0.00	0.36	7.38	0.00
I decided to go back to school	2.34	2.34	0.31	3.32	0.00	1.57	7.18	8.03
I needed employer-provided health insurance	5.57	5.57	5.50	5.61	0.23	7.51	3.82	0.00
Other specify	1.89	1.89	4.02	0.86	0.00	2.75	0.00	0.00
Refused/ Don't know	13.53	13.53	6.74	16.80	1.04	19.03	0.60	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.47** [BO\_STARTBIZ\_1\_PUF\_IN]

**IN WHAT YEAR DID YOU START [INSERT DOV\_ACTIVITY]?**

Characteristic	Population Estimate	Percentage Reported					
		before 2000	2000-2009	2010-2014	2015-2019	2020 or later	Refused/ Don't know
Overall							
Total	2,079,594	20.81	17.81	9.14	22.92	23.78	5.54
Entrepreneurial Pathway							
Current Business Owner	615,922	10.80	16.57	13.39	27.75	26.61	4.88
Current Freelancer	554,590	9.46	10.15	6.16	29.62	39.44	5.16
Nascent Entrepreneur	-	-	-	-	-	-	-
Former Business Owner	424,961	47.20	22.95	7.09	12.26	4.48	6.02
Former Freelancer	484,121	24.58	24.58	9.24	17.68	17.45	6.46
Withdrawn Entrepreneur	-	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-	-
Region							
Indianapolis MSA	722,887	16.06	15.30	10.48	24.74	27.29	6.12
Balance of State	1,356,707	23.73	19.35	8.31	21.80	21.62	5.19
Racial Group							
Hispanic, any race	177,854	2.85	16.41	6.50	29.45	30.75	14.05
White, Non-Hispanic	1,450,222	26.39	20.51	10.16	20.50	20.41	2.03
Black, Non-Hispanic	281,822	9.80	11.68	6.82	22.61	31.60	17.49
Other, Non-Hispanic*	90,708	6.42	6.45	13.05	33.13	37.07	3.88

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'. Some responses were suppressed to ensure the protection of identifiable information. Suppressed values were omitted from table calculations.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.48** [BO\_ACQOWN\_1]

**HOW DID YOU INITIALLY ACQUIRE OWNERSHIP OF THIS BUSINESS?**

Characteristic	Population Estimate	Percentage Reported				
		Founded or started	Purchased	Inherited	Received transfer of ownership or gift	Refused/ Don't know
Overall						
Total	1,040,883	76.00	14.02	4.43	3.93	1.62
Entrepreneurial Pathway						
Current Business Owner	615,922	78.06	12.75	4.46	4.08	0.65
Current Freelancer	-	-	-	-	-	-
Nascent Entrepreneur	-	-	-	-	-	-
Former Business Owner	424,961	73.02	15.86	4.38	3.71	3.02
Former Freelancer	-	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-
Region						
Indianapolis MSA	346,093	75.22	17.82	3.09	3.48	0.39
Balance of State	694,791	76.39	12.13	5.10	4.15	2.24
Racial Group						
Hispanic, any race	92,096	76.54	17.54	3.13	0.53	2.28
White, Non-Hispanic	713,899	76.58	12.22	4.90	4.40	1.90
Black, Non-Hispanic	156,811	78.19	10.78	5.28	5.74	0.00
Other, Non-Hispanic*	53,058	84.17	13.55	0.00	0.00	2.29

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.49** [BO\_LEGALSTAT\_1]

WHAT [IF DOV\_GROUP = 1:IS/ELSE, WAS] THIS BUSINESS' LEGAL FORM OF ORGANIZATION?

Characteristic	Population Estimate	Percentage Reported							
		Sole proprietorship, unincorporated	LLC	C-Corporation	S-Corporation	Partnership	Non-profit	Other	Refused/ Don't know
Overall									
Total	1,040,883	35.74	35.12	4.94	13.22	4.47	2.32	2.29	1.90
Entrepreneurial Pathway									
Current Business Owner	615,922	24.34	40.65	7.60	15.45	4.93	3.60	2.28	1.15
Current Freelancer	-	-	-	-	-	-	-	-	-
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-
Former Business Owner	424,961	52.25	27.11	1.07	9.99	3.80	0.46	2.32	3.00
Former Freelancer	-	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-	-	-	-
Region									
Indianapolis MSA	346,093	29.06	41.25	4.27	16.58	3.81	2.03	2.55	0.45
Balance of State	694,791	39.06	32.07	5.26	11.55	4.80	2.46	2.17	2.63
Racial Group									
Hispanic, any race	92,096	30.66	28.61	19.29	8.09	9.05	0.69	0.71	2.90
White, Non-Hispanic	713,899	41.90	31.67	2.61	14.22	3.92	1.45	1.82	2.40
Black, Non-Hispanic	156,811	16.66	51.97	7.02	7.82	5.14	8.19	3.19	0.00
Other, Non-Hispanic*	53,058	29.30	27.63	5.67	28.90	1.75	0.43	6.32	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.





**TABLE A.50** [BO\_BIZTYPE\_1]

Would you describe this [IF DOV\_GROUP = 1: current/ELSE: former] business as a/an...

Characteristic	Population Estimate	Percentage Reported					
		Independent business	Purchase or takeover of an existing business	Franchise	Multi-level marketing initiative	Other specify	Refused/ Don't know
Overall							
Total	1,040,883	80.50	6.45	5.24	2.50	2.92	2.39
Entrepreneurial Pathway							
Current Business Owner	615,922	81.05	6.37	6.52	2.08	3.81	0.18
Current Freelancer	-	-	-	-	-	-	-
Nascent Entrepreneur	-	-	-	-	-	-	-
Former Business Owner	424,961	79.69	6.57	3.39	3.11	1.65	5.59
Former Freelancer	-	-	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-	-
Region							
Indianapolis MSA	346,093	79.58	10.02	6.51	2.79	1.10	0.00
Balance of State	694,791	80.95	4.68	4.60	2.36	3.83	3.58
Racial Group							
Hispanic, any race	92,096	65.95	10.67	15.01	4.54	2.62	1.21
White, Non-Hispanic	713,899	81.77	6.52	2.75	2.05	3.59	3.33
Black, Non-Hispanic	156,811	84.34	3.26	8.91	2.74	0.74	0.00
Other, Non-Hispanic*	53,058	78.45	6.29	9.15	3.72	2.39	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.51**      **[BO\_CLIENT\_1]**

**[IF DOV\_GROUP = 2:Do/ELSE,Did] you work primarily for one client/organization?**

Characteristic	Population Estimate	Percentage Reported		
		Yes, one primary client	No, multiple clients	Refused Don't know
Overall				
Total	1,038,711	40.07	59.38	0.54
Entrepreneurial Pathway				
Current Business Owner	-	-	-	-
Current Freelancer	554,590	31.81	67.72	0.47
Nascent Entrepreneur	-	-	-	-
Former Business Owner	-	-	-	-
Former Freelancer	484,121	49.54	49.83	0.63
Withdrawn Entrepreneur	-	-	-	-
Non-Entrepreneur	-	-	-	-
Region				
Indianapolis MSA	376,795	44.22	54.69	1.10
Balance of State	661,916	37.72	62.06	0.23
Racial Group				
Hispanic, any race	85,758	28.64	68.98	2.38
White, Non-Hispanic	736,322	42.10	57.62	0.28
Black, Non-Hispanic	125,011	42.69	56.07	1.24
Other, Non-Hispanic*	37,650	49.21	50.79	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.52**      **[BO\_WORKHOME\_1]**

How would you describe the primary location where you [IF DOV\_GROUP = 1 OR 2:work/ELSE: worked] as [INSERT DOV\_JOB]?

Characteristic	Population Estimate	Percentage Reported							
		A residence such as a home or garage	A rented or leased space	Space the business purchased	A site where a client is located	Co-working space	A vehicle	Other work location	Refused/ Don't know
Overall									
Total	2,079,594	48.71	18.68	7.24	7.12	2.51	10.39	4.16	1.20
Entrepreneurial Pathway									
Current Business Owner	615,922	50.03	22.17	11.71	5.76	3.43	3.73	2.99	0.18
Current Freelancer	554,590	49.14	12.52	1.48	12.12	1.37	17.99	5.37	0.00
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-
Former Business Owner	424,961	43.54	35.09	7.47	1.43	0.25	2.28	4.33	5.61
Former Freelancer	484,121	51.06	6.87	7.95	8.13	4.60	17.27	4.11	0.00
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-	-	-	-
Region									
Indianapolis MSA	722,887	48.00	16.57	7.47	11.05	3.49	9.76	3.66	0.00
Balance of State	1,356,707	49.09	19.80	7.12	5.03	1.98	10.72	4.43	1.84
Racial Group									
Hispanic, any race	177,854	25.91	19.44	9.92	9.17	5.18	18.40	11.35	0.63
White, Non-Hispanic	1,450,222	51.43	18.84	6.97	6.81	2.12	8.27	4.00	1.56
Black, Non-Hispanic	281,822	50.56	15.07	5.04	9.50	3.06	14.81	1.97	0.00
Other, Non-Hispanic*	90,708	51.33	11.59	6.85	4.94	2.63	19.56	3.09	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_JOB] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'an aspiring business owner'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.53** [BO\_BIZEMERGE\_1]

[IF DOV\_GROUP = 6: Even though you decided not to pursue your business idea, where did your idea for your business originate? /ELSE: Which of the following best describes the origin of your work as [INSERT DOV\_JOB]?]

Characteristic	Population Estimate	Percentage Reported							
		Your work activity	A separate business you now own and manage	A hobby or recreational pastime	Academic, scientific, or applied research	An idea from yourself or another member of a start-up team	You inherited the business	Other, specify	Refused/ Don't know
Overall									
Total	2,960,510	32.48	6.27	27.80	3.38	20.17	2.60	4.97	2.33
Entrepreneurial Pathway									
Current Business Owner	615,922	35.78	20.43	21.08	3.80	11.97	3.89	2.37	0.68
Current Freelancer	554,590	42.09	2.60	26.24	2.92	15.07	4.74	4.39	1.95
Nascent Entrepreneur	253,254	14.48	8.06	34.09	2.41	37.75	1.41	1.09	0.71
Former Business Owner	424,961	44.95	3.90	16.66	0.00	23.92	3.94	2.76	3.87
Former Freelancer	484,121	39.61	0.84	26.15	9.56	8.43	0.66	14.19	0.55
Withdrawn Entrepreneur	627,661	14.09	0.68	42.04	1.31	32.15	0.50	3.97	5.26
Non-Entrepreneur	-	-	-	-	-	-	-	-	-
Region									
Indianapolis MSA	1,023,807	29.53	9.67	32.06	4.28	16.49	1.46	4.80	1.72
Balance of State	1,936,703	34.05	4.47	25.55	2.91	22.12	3.20	5.06	2.65
Racial Group									
Hispanic, any race	284,386	21.65	8.06	30.16	2.83	26.04	4.59	3.34	3.33
White, Non-Hispanic	2,009,584	35.70	4.97	28.58	3.65	17.61	1.99	4.85	2.65
Black, Non-Hispanic	411,239	23.42	12.86	24.12	3.40	24.44	5.83	4.80	1.13
Other, Non-Hispanic*	144,086	39.11	6.19	25.69	2.41	20.04	0.00	5.77	0.77

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_JOB] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'an aspiring business owner'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.54** [BO\_COLLAB\_1]

**Did you come up with the idea for your business concept on your own, or were you collaborating with other people?**

Characteristic	Population Estimate	Percentage Reported			
		I came up with it on my own	I was working with one other person	I was working with several other people	Refused/ Don't know
Overall					
Total	2,960,510	57.25	26.10	13.99	2.66
Entrepreneurial Pathway					
Current Business Owner	615,922	64.10	28.27	7.43	0.20
Current Freelancer	554,590	65.09	18.04	15.65	1.22
Nascent Entrepreneur	253,254	62.51	23.00	11.43	3.06
Former Business Owner	424,961	47.57	35.20	14.35	2.88
Former Freelancer	484,121	46.39	19.46	30.11	4.04
Withdrawn Entrepreneur	627,661	56.40	31.30	7.34	4.96
Non-Entrepreneur	-	-	-	-	-
Region					
Indianapolis MSA	1,023,807	57.11	25.80	15.57	1.51
Balance of State	1,936,703	57.32	26.25	13.16	3.27
Racial Group					
Hispanic, any race	284,386	64.42	19.46	13.36	2.76
White, Non-Hispanic	2,009,584	54.59	28.00	14.50	2.91
Black, Non-Hispanic	411,239	65.38	21.79	10.73	2.10
Other, Non-Hispanic*	144,086	54.96	32.78	9.63	2.63

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

**TABLE A.55**      **[BO\_ADDFINANCE\_1]**

**At any time since you started your job as [INSERT DOV\_JOB], did you apply for/request additional financing?**

Characteristic	Population Estimate	Percentage Reported		
		Yes	No	Refused/ Don't know
Overall				
Total	2,079,594	14.62	84.49	0.89
Entrepreneurial Pathway				
Current Business Owner	615,922	29.70	68.27	2.03
Current Freelancer	554,590	9.55	89.88	0.58
Nascent Entrepreneur	-	-	-	-
Former Business Owner	424,961	13.66	86.00	0.34
Former Freelancer	484,121	2.10	97.62	0.28
Withdrawn Entrepreneur	-	-	-	-
Non-Entrepreneur	-	-	-	-
Region				
Indianapolis MSA	722,887	17.36	82.34	0.30
Balance of State	1,356,707	13.17	85.63	1.20
Racial Group				
Hispanic, any race	177,854	24.45	75.12	0.42
White, Non-Hispanic	1,450,222	10.01	88.96	1.03
Black, Non-Hispanic	281,822	24.36	74.79	0.85
Other, Non-Hispanic*	90,708	34.67	64.90	0.43

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_JOB] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'an aspiring business owner'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.56** [BO\_ADDFINANCE\_2]

Where did you apply for or request additional financing? [SHOW IF BO\_ADDFINANCE\_1 = 1]

Characteristic	Population Estimate	Percentage Reported										
		Personal and/or family home equity loan	Personal credit card(s) carrying balances	Business credit card(s) carrying balances	Government-guaranteed business loan from a bank or financial institutions, including SBA-guaranteed loans	Business loan from a bank or financial institution (including online lenders)	Business loan from a federal, state, or local government	Business loan and/or investment from family and/or friend(s)	Investment by venture capitalist(s) and/or angel investor(s)	Crowdfunding (Kickstarter, Indiegogo, etc.)	Grants	Other capital source(s)
Overall												
Total	295,929	28.85	28.48	35.82	32.77	35.72	14.70	13.88	8.73	5.46	12.63	0.28
Entrepreneurial Pathway												
Current Business Owner	175,858	29.74	31.64	37.16	32.30	45.52	18.19	14.18	12.23	5.62	9.58	0.00
Current Freelancer	51,855	13.41	39.12	15.72	27.81	19.32	5.47	10.78	2.18	6.19	16.43	1.63
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-	-	-	-
Former Business Owner	58,050	39.65	11.84	48.40	33.87	21.54	6.49	11.58	4.21	5.28	20.67	0.00
Former Freelancer	10,167	30.73	14.51	43.39	59.89	30.73	48.20	37.65	7.21	0.00	0.00	0.00
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-	-	-	-	-	-	-
Region												
Indianapolis MSA	123,220	24.97	30.96	38.10	32.71	32.92	19.27	17.63	11.68	9.91	15.46	0.05
Balance of State	172,709	31.62	26.71	34.20	32.81	37.72	11.44	11.21	6.62	2.28	10.60	0.45
Racial Group												
Hispanic, any race	43,493	25.62	30.91	32.65	19.93	33.45	9.64	9.41	5.02	1.47	7.79	0.00
White, Non-Hispanic	138,161	21.14	22.06	34.93	31.95	41.28	10.72	13.31	8.52	3.08	15.68	0.56
Black, Non-Hispanic	67,483	29.66	41.72	32.60	32.67	23.79	24.18	16.69	7.99	9.97	8.50	0.10
Other, Non-Hispanic*	31,448	37.85	35.73	61.87	62.77	53.84	19.38	19.73	17.53	14.40	17.83	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.57** [BO\_ADDFINANCE\_INSTITUTION\_1]

Which of the following describe the bank or financial institution from which you requested capital? [SHOW IF BO\_ADDFINANCE\_2 = 4 OR 5]

Characteristic	Population Estimate	Percentage Reported									
		Small local bank	Large national bank	Financial services company	Online lender or fintech lender	Credit union	Finance company	Alternative financial source	Community development financial institution	Other institution	None of the above
Overall											
Total	156,947	56.97	36.58	23.14	18.28	26.00	17.81	7.62	5.86	0.00	4.48
Entrepreneurial Pathway											
Current Business Owner	105,442	53.10	41.07	20.39	17.22	29.84	26.35	9.06	7.81	0.00	5.27
Current Freelancer	16,635	39.02	48.66	0.96	31.18	20.11	0.96	0.96	5.72	0.00	3.68
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-	-	-
Former Business Owner	27,580	83.50	14.82	49.08	12.04	4.97	0.00	8.14	0.00	0.00	0.00
Former Freelancer	7,290	53.54	26.38	15.44	27.70	63.37	0.00	0.00	0.00	0.00	11.82
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-	-	-	-	-	-
Region											
Indianapolis MSA	61,777	43.11	37.68	21.49	30.51	21.08	15.17	13.97	10.66	0.00	9.99
Balance of State	95,170	65.97	35.86	24.22	10.34	29.19	19.52	3.50	2.74	0.00	0.91
Racial Group											
Hispanic, any race	19,092	47.06	44.26	32.66	20.32	24.89	14.39	6.19	2.34	0.00	0.00
White, Non-Hispanic	84,243	65.71	23.63	25.80	11.04	20.64	10.94	6.26	6.05	0.00	6.78
Black, Non-Hispanic	29,742	61.81	35.97	17.28	38.04	40.51	6.36	10.78	4.52	0.00	4.45
Other, Non-Hispanic*	21,491	31.12	80.16	9.74	19.51	24.92	65.57	10.71	10.71	0.00	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.





**TABLE A.58** [BO\_GRANT\_TYPE\_1]

Which of the following describe the source from which you requested grant capital? [SHOW IF BO\_ADDFINANCE\_2 = 10]

Characteristic	Population Estimate	Percentage Reported			
		Government source	Private institution	Non-profit organization	Other grant source
Overall					
Total	37,364	85.84	22.03	26.62	4.41
Entrepreneurial Pathway					
Current Business Owner	16,844	77.73	43.80	49.90	9.77
Current Freelancer	8,520	81.91	10.01	18.09	0.00
Nascent Entrepreneur	-	-	-	-	-
Former Business Owner	12,000	100.00	0.00	0.00	0.00
Former Freelancer	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-
Region					
Indianapolis MSA	19,053	88.95	41.21	39.06	0.00
Balance of State	18,311	82.59	2.07	13.68	8.99
Racial Group					
Hispanic, any race	3,388	54.52	14.29	45.48	0.00
White, Non-Hispanic	21,666	92.40	13.68	13.68	7.60
Black, Non-Hispanic	5,739	92.42	68.03	33.62	0.00
Other, Non-Hispanic*	5,607	70.22	15.67	45.45	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.59** [BO\_ADDFINANCE\_3]

Of the sources of capital to which you applied, did you receive as much funding as you requested?

Characteristic	Percent Who Requested Funding but Received Less Than Requested								
	Business credit card(s) carrying balances	Government-guaranteed business loan from a bank or financial institutions, including SBA-guaranteed loans	Business loan from a bank or financial institution	Business loan from a federal, state, or local government	Business loan/investment from family/friend(s)	Investment by venture capitalist(s)/angel investor(s)	Crowdfunding	Grants	Other
<b>Overall</b>									
<b>Total</b>	36.74	50.18	21.02	49.64	48.73	41.71	54.02	71.65	7.78
<b>Entrepreneurial Pathway</b>									
<b>Current Business Owner</b>	18.63	30.70	14.41	36.98	54.68	43.19	44.52	44.61	n/a
<b>Current Freelancer</b>	70.09	80.16	29.43	15.53	85.03	1.90	100.00	79.40	7.78
<b>Nascent Entrepreneur</b>	-	-	-	-	-	-	-	-	-
<b>Former Business Owner</b>	63.51	92.61	52.60	66.34	0.00	55.43	0.00	100.00	n/a
<b>Former Freelancer</b>	72.77	43.00	51.62	100.00	62.85	0.00	n/a	n/a	n/a
<b>Withdrawn Entrepreneur</b>	-	-	-	-	-	-	-	-	-
<b>Non-Entrepreneur</b>	-	-	-	-	-	-	-	-	-
<b>Region</b>									
<b>Indianapolis MSA</b>	35.56	58.83	25.98	57.67	45.24	37.55	50.04	69.75	100.00
<b>Balance of State</b>	37.67	44.53	17.79	40.31	52.78	46.56	67.03	73.22	0.00
<b>Racial Group</b>									
<b>Hispanic, any race</b>	24.01	71.36	14.56	100.00	42.74	100.00	n/a	n/a	n/a
<b>White, Non-Hispanic</b>	56.49	67.05	20.75	37.00	41.64	29.87	75.60	78.89	0.00
<b>Black, Non-Hispanic</b>	32.48	65.17	56.53	55.88	91.21	54.08	34.49	93.43	100.00
<b>Other, Non-Hispanic*</b>	0.00	5.10	0.00	20.88	27.92	25.54	56.56	36.16	n/a

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. Missing values (n/a) indicate that no respondents with the corresponding characteristic were eligible to answer this question.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.60** [BO\_ADDFINANCE\_4]

Of the sources of capital you did not use, did you request funding but not receive any?

Characteristic	Percent Who Requested Funding but Did Not Receive Any							
	Business credit card(s) carrying balances	Government-guaranteed business loan from a bank or financial institutions, including SBA-guaranteed loans	Business loan from a bank or financial institution	Business loan from a federal, state, or local government	Business loan/investment from family/friend(s)	Investment by venture capitalist(s)/angel investor(s)	Crowdfunding	Grants
<b>Overall</b>								
<b>Total</b>	<b>53.94</b>	<b>33.72</b>	<b>34.55</b>	<b>33.69</b>	<b>41.67</b>	<b>34.36</b>	<b>30.88</b>	<b>36.49</b>
<b>Entrepreneurial Pathway</b>								
<b>Current Business Owner</b>	<b>56.03</b>	<b>40.14</b>	<b>47.71</b>	<b>37.84</b>	<b>48.32</b>	<b>39.97</b>	<b>36.59</b>	<b>44.67</b>
<b>Current Freelancer</b>	<b>51.31</b>	<b>44.57</b>	<b>36.76</b>	<b>42.74</b>	<b>45.36</b>	<b>38.86</b>	<b>40.18</b>	<b>38.40</b>
<b>Nascent Entrepreneur</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Former Business Owner</b>	<b>47.96</b>	<b>5.77</b>	<b>1.20</b>	<b>8.01</b>	<b>15.66</b>	<b>9.69</b>	<b>2.78</b>	<b>11.08</b>
<b>Former Freelancer</b>	<b>62.39</b>	<b>0.00</b>	<b>13.84</b>	<b>82.10</b>	<b>32.35</b>	<b>40.75</b>	<b>20.35</b>	<b>34.16</b>
<b>Withdrawn Entrepreneur</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Non-Entrepreneur</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Region</b>								
<b>Indianapolis MSA</b>	<b>53.57</b>	<b>35.48</b>	<b>33.79</b>	<b>33.10</b>	<b>45.95</b>	<b>35.11</b>	<b>30.83</b>	<b>37.84</b>
<b>Balance of State</b>	<b>54.21</b>	<b>32.51</b>	<b>35.19</b>	<b>34.11</b>	<b>38.46</b>	<b>33.79</b>	<b>30.91</b>	<b>35.52</b>
<b>Racial Group</b>								
<b>Hispanic, any race</b>	<b>65.66</b>	<b>47.85</b>	<b>51.70</b>	<b>45.06</b>	<b>65.83</b>	<b>58.69</b>	<b>56.99</b>	<b>45.20</b>
<b>White, Non-Hispanic</b>	<b>39.41</b>	<b>23.28</b>	<b>34.77</b>	<b>26.00</b>	<b>25.83</b>	<b>24.50</b>	<b>26.85</b>	<b>24.53</b>
<b>Black, Non-Hispanic</b>	<b>60.96</b>	<b>50.55</b>	<b>31.33</b>	<b>43.94</b>	<b>54.77</b>	<b>38.63</b>	<b>27.24</b>	<b>55.27</b>
<b>Other, Non-Hispanic*</b>	<b>68.74</b>	<b>40.58</b>	<b>35.63</b>	<b>50.38</b>	<b>71.00</b>	<b>42.87</b>	<b>33.95</b>	<b>62.77</b>

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.61** [BO\_ADDFINANCE\_5\_PUF\_IN]

What was the total amount of additional capital you received after starting your job as [INSERT DOV\_JOB]? Capital includes personal or family savings, other assets, and money that has been invested, gifted, or loaned by other individuals or organizations. Your best estimate is fine. Please report in whole dollar amounts. [SHOW IF ANY (BO\_ADDFINANCE\_2\_1 – BO\_ADDFINANCE\_2\_11 = 1)]

Characteristic	Population Estimate	Percentage Reported							
		<\$100	\$100-\$999	\$1,000-\$4,999	\$5,000-\$9,999	\$10,000-\$24,999	\$25,000-\$49,999	\$50,000+	Refused/Don't know
Overall									
Total	295,929	24.58	9.04	10.71	7.77	13.22	21.77	10.15	2.75
Entrepreneurial Pathway									
Current Business Owner	175,858	23.56	10.95	8.72	5.33	10.15	27.93	11.41	1.96
Current Freelancer	51,855	23.56	8.37	26.23	10.31	10.54	5.59	12.70	2.71
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-
Former Business Owner	58,050	26.31	1.86	4.62	12.21	27.23	17.51	4.59	5.68
Former Freelancer	10,167	37.51	20.48	0.79	11.81	0.00	22.20	7.21	0.00
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-	-	-	-
Region									
Indianapolis MSA	123,220	29.03	7.98	12.74	10.58	12.93	11.41	11.11	4.24
Balance of State	172,709	21.41	9.80	9.27	5.78	13.42	29.17	9.47	1.69
Racial Group									
Hispanic, any race	43,493	16.35	10.52	11.67	7.32	18.76	22.62	12.75	0.00
White, Non-Hispanic	138,161	25.31	5.47	13.37	8.60	3.57	26.95	12.18	4.56
Black, Non-Hispanic	67,483	32.31	20.29	6.69	11.76	18.77	4.71	2.74	2.73
Other, Non-Hispanic*	31,448	20.63	2.95	8.52	0.00	4.33	45.08	18.49	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_JOB] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'an aspiring business owner'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.


**TABLE A.62 [BO\_ADDFINANCE\_6\_PUF\_IN]**

What was the total amount of additional personal capital you received after starting your job as [INSERT DOV\_JOB]? This source of capital includes personal savings, personal retirement accounts, home equity loans, and personally borrowed funds. Your best estimate is fine. Please report in whole dollar amounts. [SHOW IF ANY (BO\_ADDFINANCE\_2\_1 – BO\_ADDFINANCE\_2\_11 = 1)]

Characteristic	Population Estimate	Percentage Reported			
		<\$100	\$100-\$9,999	\$10,000+	Refused/ Don't know
Overall					
Total	295,929	64.02	18.27	12.59	5.12
Entrepreneurial Pathway					
Current Business Owner	175,858	64.60	14.82	16.57	4.01
Current Freelancer	51,855	65.20	21.34	8.90	4.56
Nascent Entrepreneur	-	-	-	-	-
Former Business Owner	58,050	57.43	26.66	6.05	9.86
Former Freelancer	10,167	85.49	14.51	0.00	0.00
Withdrawn Entrepreneur	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-
Region					
Indianapolis MSA	123,220	69.10	18.77	11.13	1.00
Balance of State	172,709	60.40	17.92	13.63	8.05
Racial Group					
Hispanic, any race	43,493	59.18	22.07	18.75	0.00
White, Non-Hispanic	138,161	69.88	13.39	10.80	5.92
Black, Non-Hispanic	67,483	63.30	17.17	12.02	7.51
Other, Non-Hispanic*	31,448	70.15	4.54	19.31	6.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_JOB] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'an aspiring business owner'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.63** **[BO\_ADDFINANCE\_7\_PUF\_IN]**

What was the total amount of additional capital from family, friends, and employees you received after starting your job as [INSERT DOV\_JOB]? This source of capital includes money received from family, friends, and employees. Your best estimate is fine. Please report in whole dollar amounts. [SHOW IF ANY (BO\_ADDFINANCE\_2\_1 – BO\_ADDFINANCE\_2\_11 = 1)]

Characteristic	Population Estimate	Percentage Reported			
		<\$100	\$100-\$9,999	\$10,000+	Refused/ Don't know
Overall					
Total	295,929	73.76	11.50	9.58	5.16
Entrepreneurial Pathway					
Current Business Owner	175,858	75.11	14.13	5.86	4.89
Current Freelancer	51,855	90.42	3.84	3.03	2.71
Nascent Entrepreneur	-	-	-	-	-
Former Business Owner	58,050	51.38	11.19	28.36	9.07
Former Freelancer	10,167	93.28	6.72	0.00	0.00
Withdrawn Entrepreneur	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-
Region					
Indianapolis MSA	123,220	77.50	13.26	4.16	5.08
Balance of State	172,709	71.10	10.24	13.44	5.22
Racial Group					
Hispanic, any race	43,493	82.22	10.79	6.99	0.00
White, Non-Hispanic	138,161	78.05	9.77	5.97	6.21
Black, Non-Hispanic	67,483	73.09	17.59	1.43	7.89
Other, Non-Hispanic*	31,448	70.03	12.59	12.99	4.39

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_JOB] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'an aspiring business owner'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.


**TABLE A.64**      **[BO\_ADDFINANCE\_8\_PUF\_IN]**

What was the total amount of additional capital from banks or financial institutions you received after starting your job as [INSERT DOV\_JOB]? This source of capital includes money borrowed from a bank or financial institution, including business loans, a business credit card carrying a balance, or a business line of credit. Your best estimate is fine. Please report in whole dollar amounts. [SHOW IF ANY (BO\_ADDFINANCE\_2\_1 – BO\_ADDFINANCE\_2\_11 = 1)]

Characteristic	Population Estimate	Percentage Reported			
		<\$100	\$100-\$9,999	\$10,000+	Refused/ Don't know
Overall					
Total	295,929	57.67	13.89	25.26	3.19
Entrepreneurial Pathway					
Current Business Owner	175,858	45.10	18.32	34.43	2.14
Current Freelancer	51,855	69.76	7.38	19.79	3.08
Nascent Entrepreneur	-	-	-	-	-
Former Business Owner	58,050	84.44	1.77	6.77	7.02
Former Freelancer	10,167	60.50	39.50	0.00	0.00
Withdrawn Entrepreneur	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-
Region					
Indianapolis MSA	123,220	61.21	13.86	20.16	4.77
Balance of State	172,709	55.14	13.90	28.90	2.06
Racial Group					
Hispanic, any race	43,493	57.61	12.02	28.59	1.79
White, Non-Hispanic	138,161	59.11	9.12	27.67	4.10
Black, Non-Hispanic	67,483	61.80	24.52	9.25	4.42
Other, Non-Hispanic*	31,448	24.99	18.29	56.72	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_JOB] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'an aspiring business owner'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.


**TABLE A.65**      **[BO\_ADDFINANCE\_9\_PUF]**

What was the total amount of additional capital from outside investors you received after starting your job as [INSERT DOV\_JOB]? This source of capital includes money received from angel investors, venture capitalists, or other businesses in return for a share of ownership in the business. Your best estimate is fine. Please report in whole dollar amounts. [SHOW IF ANY (BO\_ADDFINANCE\_2\_1 – BO\_ADDFINANCE\_2\_11 = 1)]

Characteristic	Population Estimate	Percentage Reported		
		<\$100	\$100+	Refused/ Don't know
Overall				
Total	295,929	93.27	6.54	0.18
Entrepreneurial Pathway				
Current Business Owner	175,858	90.92	8.77	0.31
Current Freelancer	51,855	97.84	2.16	0.00
Nascent Entrepreneur	-	-	-	-
Former Business Owner	58,050	96.41	3.59	0.00
Former Freelancer	10,167	92.79	7.21	0.00
Withdrawn Entrepreneur	-	-	-	-
Non-Entrepreneur	-	-	-	-
Region				
Indianapolis MSA	123,220	92.09	7.47	0.44
Balance of State	172,709	94.12	5.88	0.00
Racial Group				
Hispanic, any race	43,493	95.01	4.99	0.00
White, Non-Hispanic	138,161	93.81	5.80	0.39
Black, Non-Hispanic	67,483	93.83	6.17	0.00
Other, Non-Hispanic*	31,448	87.11	12.89	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_JOB] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'an aspiring business owner'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.




**TABLE A.66**      **[BO\_ADDFINANCE\_10\_PUF]**

What was the total amount of additional capital from government grants you received after starting your job as [INSERT DOV\_JOB]? This source of capital includes money received from government grants such as the Small Business Innovation Research (SBIR) and/or Small Business Technology Transfer (STTR) programs. Your best estimate is fine. Please report in whole dollar amounts. [SHOW IF ANY (BO\_ADDFINANCE\_2\_1 – BO\_ADDFINANCE\_2\_11 = 1)]

Characteristic	Population Estimate	Percentage Reported		
		<\$100	\$100+	Refused/ Don't know
Overall				
Total	295,929	96.41	3.18	0.41
Entrepreneurial Pathway				
Current Business Owner	175,858	95.57	3.74	0.69
Current Freelancer	51,855	94.55	5.45	0.00
Nascent Entrepreneur	-	-	-	-
Former Business Owner	58,050	100.00	0.00	0.00
Former Freelancer	10,167	100.00	0.00	0.00
Withdrawn Entrepreneur	-	-	-	-
Non-Entrepreneur	-	-	-	-
Region				
Indianapolis MSA	123,220	92.91	6.10	0.99
Balance of State	172,709	98.91	1.09	0.00
Racial Group				
Hispanic, any race	43,493	95.75	4.25	0.00
White, Non-Hispanic	138,161	97.19	2.81	0.00
Black, Non-Hispanic	67,483	97.45	2.55	0.00
Other, Non-Hispanic*	31,448	92.99	3.15	3.86

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_JOB] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'an aspiring business owner'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.67**      **[BO\_EMPLOYEES\_1]**

**Which of the following types of workers [IF DOV\_GROUP = 1 OR 2:are/ELSE:were] used by your business/self-employment?  
Do not include yourself or your co-owners.**

Characteristic	Population Estimate	Percentage Reported									
		Full-time paid employees (workers who received a W-2 from this business)	Part-time paid employees (workers who received a W-2 from this business)	Paid day laborers	Temporary staffing obtained from a temporary help service	Leased employees from a leasing service or professional employer organization	Contractors, subcontractors, independent contractors, or outside consultants (workers who received a 1099 or payment from another company)	Unpaid family members	Unpaid non-family members, volunteers, or interns	Other worker type	There are no workers other than me in this business
Overall											
Total	2,059,267	17.79	13.59	7.11	3.34	1.68	15.17	11.67	2.57	1.97	50.40
Entrepreneurial Pathway											
Current Business Owner	614,440	32.35	19.13	10.59	6.87	4.27	22.10	14.54	4.20	2.82	36.40
Current Freelancer	553,019	10.44	6.23	6.45	3.02	0.81	11.82	5.01	1.91	0.78	63.93
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-	-	-
Former Business Owner	411,458	17.03	22.81	8.78	2.00	0.24	11.77	25.23	1.59	3.25	30.36
Former Freelancer	480,351	8.27	7.08	2.01	0.33	0.61	13.08	4.05	2.10	1.15	69.91
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-	-	-	-	-	-
Region											
Indianapolis MSA	716,796	18.37	12.99	6.19	4.31	2.25	18.08	10.25	3.79	1.20	46.86
Balance of State	1,342,471	17.48	13.92	7.61	2.82	1.38	13.62	12.43	1.92	2.38	52.29
Racial Group											
Hispanic, any race	174,328	21.09	9.65	11.18	7.08	1.65	14.61	13.13	3.37	1.22	41.31
White, Non-Hispanic	1,434,421	16.35	13.17	5.46	2.12	1.16	16.67	11.91	1.81	1.24	54.25
Black, Non-Hispanic	281,822	16.21	16.62	9.28	6.50	3.32	12.57	13.46	5.85	7.30	40.48
Other, Non-Hispanic*	89,706	36.40	17.16	9.01	5.88	4.02	7.05	4.54	5.14	0.00	46.96

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.68** [BO\_NUMEMPLOY\_1\_PUF\_IN]

Number of workers used (derived from BO\_NUMEMPLOY\_1A-BO\_NUMEMPLOY\_11I)

Characteristic	Population Estimate	Percentage Reported				
		No employees	1-3 employees	4-19 employees	20 or more employees	Refused/ Don't know
Overall						
Total	1,021,317	4.30	39.50	34.55	16.59	5.06
Entrepreneurial Pathway						
Current Business Owner	390,788	1.68	35.49	35.30	21.93	5.60
Current Freelancer	199,455	2.47	36.74	30.97	20.86	8.95
Nascent Entrepreneur	-	-	-	-	-	-
Former Business Owner	286,554	8.70	45.16	36.59	6.38	3.17
Former Freelancer	144,520	4.59	41.89	33.48	17.70	2.35
Withdrawn Entrepreneur	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-
Region						
Indianapolis MSA	380,878	4.85	40.54	31.20	18.01	5.41
Balance of State	640,439	3.89	38.72	37.05	15.54	4.80
Racial Group						
Hispanic, any race	102,311	2.43	33.39	26.75	25.89	11.54
White, Non-Hispanic	656,283	5.00	41.06	37.69	12.83	3.42
Black, Non-Hispanic	167,747	3.28	38.12	34.33	14.63	9.64
Other, Non-Hispanic*	47,581	3.93	44.56	19.91	31.60	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. Some responses were suppressed to ensure the protection of identifiable information. Suppressed values were omitted from table calculations.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.69** **[BO\_WEEKSWK\_1]**

**During the past 12 months (52 weeks), how many weeks did you spend managing or working in this business? Your best estimate is fine.**

<b>Characteristic</b>	<b>Population Estimate</b>	<b>Mean Reported</b>
<b>Overall</b>		
<b>Total</b>	<b>1,170,512</b>	<b>30.43</b>
<b>Entrepreneurial Pathway</b>		
<b>Current Business Owner</b>	<b>615,922</b>	<b>33.76</b>
<b>Current Freelancer</b>	<b>554,590</b>	<b>26.75</b>
<b>Nascent Entrepreneur</b>	-	-
<b>Former Business Owner</b>	-	-
<b>Former Freelancer</b>	-	-
<b>Withdrawn Entrepreneur</b>	-	-
<b>Non-Entrepreneur</b>	-	-
<b>Region</b>		
<b>Indianapolis MSA</b>	<b>479,535</b>	<b>29.10</b>
<b>Balance of State</b>	<b>690,977</b>	<b>31.35</b>
<b>Racial Group</b>		
<b>Hispanic, any race</b>	<b>123,973</b>	<b>23.90</b>
<b>White, Non-Hispanic</b>	<b>742,875</b>	<b>31.65</b>
<b>Black, Non-Hispanic</b>	<b>207,399</b>	<b>27.78</b>
<b>Other, Non-Hispanic*</b>	<b>67,474</b>	<b>32.90</b>

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.70**      **[BO\_HOURSWK\_1]**

**In the past year, what was the average number of hours per week you spent managing or working in your business? Your best estimate is fine.**

<b>Characteristic</b>	<b>Population Estimate</b>	<b>Mean Reported</b>
<b>Overall</b>		
<b>Total</b>	<b>1,170,512</b>	<b>26.01</b>
<b>Entrepreneurial Pathway</b>		
<b>Current Business Owner</b>	<b>615,922</b>	<b>27.91</b>
<b>Current Freelancer</b>	<b>554,590</b>	<b>23.90</b>
<b>Nascent Entrepreneur</b>	-	-
<b>Former Business Owner</b>	-	-
<b>Former Freelancer</b>	-	-
<b>Withdrawn Entrepreneur</b>	-	-
<b>Non-Entrepreneur</b>	-	-
<b>Region</b>		
<b>Indianapolis MSA</b>	<b>479,535</b>	<b>26.78</b>
<b>Balance of State</b>	<b>690,977</b>	<b>25.49</b>
<b>Racial Group</b>		
<b>Hispanic, any race</b>	<b>123,973</b>	<b>24.82</b>
<b>White, Non-Hispanic</b>	<b>742,875</b>	<b>25.07</b>
<b>Black, Non-Hispanic</b>	<b>207,399</b>	<b>29.58</b>
<b>Other, Non-Hispanic*</b>	<b>67,474</b>	<b>27.17</b>

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

**TABLE A.71**      **[BO\_WEEKSWK\_2]**

In the last year [IF DOV\_GROUP = 4: of your business/ELSE: working for yourself], how many weeks did you spend managing or working in your [IF DOV\_GROUP = 5: freelance or consulting] business? Your best estimate is fine.

Characteristic	Population Estimate	Mean Reported
<b>Overall</b>		
<b>Total</b>	<b>909,082</b>	<b>27.86</b>
<b>Entrepreneurial Pathway</b>		
<b>Current Business Owner</b>	-	-
<b>Current Freelancer</b>	-	-
<b>Nascent Entrepreneur</b>	-	-
<b>Former Business Owner</b>	<b>424,961</b>	<b>35.84</b>
<b>Former Freelancer</b>	<b>484,121</b>	<b>20.65</b>
<b>Withdrawn Entrepreneur</b>	-	-
<b>Non-Entrepreneur</b>	-	-
<b>Region</b>		
<b>Indianapolis MSA</b>	<b>243,353</b>	<b>27.59</b>
<b>Balance of State</b>	<b>665,730</b>	<b>27.96</b>
<b>Racial Group</b>		
<b>Hispanic, any race</b>	<b>53,881</b>	<b>20.19</b>
<b>White, Non-Hispanic</b>	<b>707,347</b>	<b>29.55</b>
<b>Black, Non-Hispanic</b>	<b>74,423</b>	<b>25.19</b>
<b>Other, Non-Hispanic*</b>	<b>23,234</b>	<b>21.65</b>

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.72** **[BO\_HOURSWK\_2]**

In the last year [IF DOV\_GROUP = 4:of your business/ELSE: working for yourself], what was the average number of hours per week you spent managing or working in your [IF DOV\_GROUP = 5:freelance or consulting] business? Your best estimate is fine.

Characteristic	Population Estimate	Mean Reported
<b>Overall</b>		
Total	909,082	27.05
<b>Entrepreneurial Pathway</b>		
Current Business Owner	-	-
Current Freelancer	-	-
Nascent Entrepreneur	-	-
Former Business Owner	424,961	36.14
Former Freelancer	484,121	18.88
Withdrawn Entrepreneur	-	-
Non-Entrepreneur	-	-
<b>Region</b>		
Indianapolis MSA	243,353	24.11
Balance of State	665,730	28.09
<b>Racial Group</b>		
Hispanic, any race	53,881	27.59
White, Non-Hispanic	707,347	27.19
Black, Non-Hispanic	74,423	29.36
Other, Non-Hispanic*	23,234	22.29

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.73** [BO\_EMPBENEFIT\_1]

Which of the following employee benefits [IF DOV\_GROUP = 1: are/ELSE: were] paid totally or partly by your business?

Characteristic	Population Estimate	Percentage Reported								
		Health insurance	Contributions to retirement plans, including 401(k), Keogh, etc.	Profit sharing and/or stock options	Paid holidays or vacation	Paid sick leave	Paid parental or family leave	Tuition assistance and/or reimbursement	Other benefit	None of the above
Overall										
Total	1,029,802	17.12	9.51	7.22	17.64	15.45	8.77	2.85	1.78	68.30
Entrepreneurial Pathway										
Current Business Owner	604,841	22.06	13.05	12.11	24.97	23.18	14.04	4.69	2.91	56.29
Current Freelancer	-	-	-	-	-	-	-	-	-	-
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-	-
Former Business Owner	424,961	10.10	4.47	0.27	7.20	4.44	1.26	0.23	0.17	85.39
Former Freelancer	-	-	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-	-	-	-	-
Region										
Indianapolis MSA	343,675	21.59	14.25	9.42	21.07	16.02	7.40	4.85	1.40	64.71
Balance of State	686,128	14.88	7.14	6.12	15.92	15.16	9.46	1.85	1.97	70.10
Racial Group										
Hispanic, any race	89,498	30.53	11.12	16.81	25.02	20.91	11.33	4.55	0.00	47.85
White, Non-Hispanic	713,899	14.42	8.58	4.80	15.35	13.26	8.73	1.89	2.44	73.00
Black, Non-Hispanic	148,328	18.58	13.53	10.73	17.81	13.10	5.65	4.63	0.64	67.21
Other, Non-Hispanic*	53,058	27.41	11.49	15.35	39.95	45.39	13.93	9.35	0.00	38.55

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.




**TABLE A.74**      **[BO\_ONLINE\_1\_PUF]**

**[IF DOV\_GROUP = 1 OR 2: Do/ELSE: Did] you have a website and/or social media presence (such as Facebook, Twitter, or Instagram) related to your business?**

Characteristic	Population Estimate	Percentage Reported		
		Yes, website and/or social media	No	Refused/ Don't know
Overall				
Total	2,079,594	39.90	59.87	0.23
Entrepreneurial Pathway				
Current Business Owner	615,922	62.60	37.01	0.39
Current Freelancer	554,590	41.72	58.08	0.20
Nascent Entrepreneur	-	-	-	-
Former Business Owner	424,961	36.39	63.50	0.11
Former Freelancer	484,121	12.01	87.80	0.19
Withdrawn Entrepreneur	-	-	-	-
Non-Entrepreneur	-	-	-	-
Region				
Indianapolis MSA	722,887	46.80	52.74	0.46
Balance of State	1,356,707	36.22	63.66	0.11
Racial Group				
Hispanic, any race	177,854	50.36	48.81	0.83
White, Non-Hispanic	1,450,222	35.76	64.13	0.11
Black, Non-Hispanic	281,822	52.00	47.34	0.66
Other, Non-Hispanic*	90,708	67.73	32.27	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.75** **[BO\_REVENUE\_1\_PUF\_IN]**

What was the amount of your income or sales and operating revenues, including grants, during 2021 from your work as [INSERT DOV\_JOB]? Your best estimate is fine.

Characteristic	Population Estimate	Percentage Reported					
		0	\$1-\$999	\$1,000-\$9,999	\$10,000-\$49,999	>=\$50,000	Refused/ Don't know
Overall							
Total	1,170,512	24.94	14.50	15.19	19.17	19.48	6.73
Entrepreneurial Pathway							
Current Business Owner	615,922	18.69	14.31	12.01	18.30	30.21	6.49
Current Freelancer	554,590	31.38	14.70	18.47	20.08	8.40	6.97
Nascent Entrepreneur	-	-	-	-	-	-	-
Former Business Owner	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-	-
Region							
Indianapolis MSA	479,535	27.89	12.32	16.63	17.31	19.67	6.19
Balance of State	690,977	22.89	16.02	14.19	20.46	19.34	7.10
Racial Group							
Hispanic, any race	123,973	23.40	12.48	21.11	12.37	20.31	10.33
White, Non-Hispanic	742,875	22.17	15.33	13.03	24.17	20.61	4.69
Black, Non-Hispanic	207,399	32.98	13.69	16.13	9.65	13.55	14.00
Other, Non-Hispanic*	67,474	19.06	14.33	20.92	11.89	29.47	4.33

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_JOB] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'an aspiring business owner'. Some responses were suppressed to ensure the protection of identifiable information. Suppressed values were omitted from table calculations.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.


**TABLE A.76 [BO\_REVENUE\_2\_PUF\_IN]**

What was the amount of your income or sales and operating revenues, including grants, during the last year you ran your former [IF DOV\_GROUP = 4:business/ELSE:self-employed business]? Your best estimate is fine.

Characteristic	Population Estimate	Percentage Reported					
		0	\$1-\$999	\$1,000-\$9,999	\$10,000-\$49,999	≥\$50,000	Refused/ Don't know
Overall							
Total	909,082	20.38	18.52	18.78	27.19	11.83	3.31
Entrepreneurial Pathway							
Current Business Owner	-	-	-	-	-	-	-
Current Freelancer	-	-	-	-	-	-	-
Nascent Entrepreneur	-	-	-	-	-	-	-
Former Business Owner	424,961	21.67	7.88	14.85	29.07	22.01	4.52
Former Freelancer	484,121	19.23	27.89	22.24	25.53	2.87	2.23
Withdrawn Entrepreneur	-	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-	-
Region							
Indianapolis MSA	243,353	25.38	15.85	18.98	21.08	12.53	6.17
Balance of State	665,730	18.57	19.48	18.71	29.39	11.58	2.27
Racial Group							
Hispanic, any race	53,881	36.90	26.72	7.24	4.49	4.33	20.31
White, Non-Hispanic	707,347	16.12	17.37	20.43	32.24	11.48	2.36
Black, Non-Hispanic	74,423	51.12	12.37	23.81	3.56	5.46	3.68
Other, Non-Hispanic*	23,234	39.07	23.20	19.44	11.19	7.09	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. Some responses were suppressed to ensure the protection of identifiable information. Suppressed values were omitted from table calculations.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.77**      **[BO\_PLMARGIN\_1]**

**[IF DOV\_GROUP = 1 OR 2: In 2021/ELSE: During the last year of your business' operation], did you have profits, losses, or break even?**

Characteristic	Population Estimate	Percentage Reported				
		Profits	Losses	Break even	Not applicable	Refused/ Don't know
Overall						
Total	2,079,594	40.07	24.05	24.26	10.11	1.52
Entrepreneurial Pathway						
Current Business Owner	615,922	46.53	25.59	15.70	10.48	1.70
Current Freelancer	554,590	41.30	13.57	23.90	20.82	0.40
Nascent Entrepreneur	-	-	-	-	-	-
Former Business Owner	424,961	18.91	46.19	29.78	1.88	3.23
Former Freelancer	484,121	49.00	14.64	30.73	4.57	1.06
Withdrawn Entrepreneur	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-
Region						
Indianapolis MSA	722,887	40.20	24.51	18.17	15.16	1.96
Balance of State	1,356,707	40.00	23.80	27.51	7.41	1.28
Racial Group						
Hispanic, any race	177,854	33.33	24.11	25.15	11.71	5.70
White, Non-Hispanic	1,450,222	43.25	23.34	23.98	8.41	1.01
Black, Non-Hispanic	281,822	24.58	25.90	28.76	18.37	2.39
Other, Non-Hispanic*	90,708	54.08	29.04	13.79	3.09	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.78**      **[BO\_PRIMARYINC\_1]**

**Does your work as [INSERT DOV\_JOB] provide your primary source of household income?**

Characteristic	Population Estimate	Percentage Reported		
		Yes	No	Refused/ Don't know
Overall				
Total	1,170,512	39.25	60.22	0.52
Entrepreneurial Pathway				
Current Business Owner	615,922	47.86	51.37	0.78
Current Freelancer	554,590	29.70	70.05	0.25
Nascent Entrepreneur	-	-	-	-
Former Business Owner	-	-	-	-
Former Freelancer	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-
Non-Entrepreneur	-	-	-	-
Region				
Indianapolis MSA	479,535	39.84	59.12	1.05
Balance of State	690,977	38.85	60.99	0.16
Racial Group				
Hispanic, any race	123,973	51.75	45.68	2.57
White, Non-Hispanic	742,875	37.07	62.69	0.24
Black, Non-Hispanic	207,399	36.81	62.64	0.55
Other, Non-Hispanic*	67,474	59.28	40.72	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_JOB] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'an aspiring business owner'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.


**TABLE A.79**      **[BO\_PRIMARYINC\_2]**

In the last year of your business' operation, did your work as [INSERT DOV\_JOB] provide your primary source of household income?

Characteristic	Population Estimate	Percentage Reported		
		Yes	No	Refused/ Don't know
Overall				
Total	909,082	28.80	70.67	0.53
Entrepreneurial Pathway				
Current Business Owner	-	-	-	-
Current Freelancer	-	-	-	-
Nascent Entrepreneur	-	-	-	-
Former Business Owner	424,961	41.50	58.38	0.11
Former Freelancer	484,121	17.65	81.45	0.90
Withdrawn Entrepreneur	-	-	-	-
Non-Entrepreneur	-	-	-	-
Region				
Indianapolis MSA	243,353	27.09	71.74	1.17
Balance of State	665,730	29.43	70.27	0.30
Racial Group				
Hispanic, any race	53,881	39.10	57.10	3.79
White, Non-Hispanic	707,347	28.08	71.85	0.07
Black, Non-Hispanic	74,423	22.62	74.27	3.11
Other, Non-Hispanic*	23,234	35.47	64.53	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_JOB] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'an aspiring business owner'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.80**      **[BO\_GOALS\_1]**

What would you say your top goal is for the next five years related to work as [INSERT DOV\_JOB]?

Characteristic	Population Estimate	Percentage Reported					
		Grow the business	Maintain current level of operations	Scale back operations	Exit the business	Other specify	Refused/ Don't know
Overall							
Total	1,170,512	49.63	26.95	6.83	13.33	2.37	0.90
Entrepreneurial Pathway							
Current Business Owner	615,922	53.74	24.48	7.58	11.86	1.00	1.33
Current Freelancer	554,590	45.05	29.69	6.00	14.95	3.89	0.42
Nascent Entrepreneur	-	-	-	-	-	-	-
Former Business Owner	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-	-
Region							
Indianapolis MSA	479,535	52.23	23.46	7.51	11.46	4.05	1.29
Balance of State	690,977	47.82	29.37	6.36	14.62	1.20	0.62
Racial Group							
Hispanic, any race	123,973	62.42	13.78	6.16	12.80	1.44	3.39
White, Non-Hispanic	742,875	44.58	30.09	7.79	14.20	3.05	0.29
Black, Non-Hispanic	207,399	57.65	21.19	4.90	14.52	0.87	0.87
Other, Non-Hispanic*	67,474	73.42	17.12	4.46	1.99	2.21	0.79

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_JOB] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'an aspiring business owner'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.81**      **[BO\_GOALS\_2]**

**To what extent do you feel that you have access to the support and resources you need in your community to successfully meet your business' goals?**

Characteristic	Population Estimate	Percentage Reported				
		Not at all	Somewhat	Moderately	Completely	Refused/ Don't know
Overall						
Total	1,170,512	17.85	35.44	27.99	18.13	0.59
Entrepreneurial Pathway						
Current Business Owner	615,922	18.54	37.64	23.69	19.33	0.79
Current Freelancer	554,590	17.08	33.00	32.76	16.79	0.37
Nascent Entrepreneur	-	-	-	-	-	-
Former Business Owner	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-
Region						
Indianapolis MSA	479,535	18.79	42.43	23.56	14.19	1.02
Balance of State	690,977	17.19	30.59	31.06	20.86	0.29
Racial Group						
Hispanic, any race	123,973	22.76	41.64	20.17	13.07	2.36
White, Non-Hispanic	742,875	15.85	33.95	29.60	20.41	0.19
Black, Non-Hispanic	207,399	26.16	40.31	21.37	11.14	1.02
Other, Non-Hispanic*	67,474	12.73	30.86	36.68	19.11	0.62

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.





**TABLE A.82**      **[BO\_CHALLENGE\_1]**

Which of the following financial or economic security challenges [IF DOV\_GROUP = 1 OR 2: are you currently facing /ELSE: did you face in your last year of operation] [INSERT DOV\_ACTIVITY]?

Characteristic	Population Estimate	Percentage Reported							
		Not being able to access and/or afford health insurance	Not having access to other employer-provided benefits (aside from health care)	Challenges personal/family finances	Accessing capital to cover business operations	Making rent/mortgage payments on my business location(s)	Decreasing sales	Increasing business or operational costs	None of the above
Overall									
Total	2,073,434	26.03	15.47	31.90	11.44	10.21	20.96	21.63	33.46
Entrepreneurial Pathway									
Current Business Owner	612,388	30.82	17.08	29.06	17.75	13.11	22.57	30.89	25.87
Current Freelancer	553,841	24.57	16.58	29.64	10.54	12.84	11.57	16.47	38.20
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-
Former Business Owner	424,961	27.30	13.74	43.13	12.82	12.52	44.78	26.99	22.54
Former Freelancer	482,243	20.49	13.68	28.20	3.25	1.46	8.69	11.08	47.28
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-	-	-	-
Region									
Indianapolis MSA	718,338	26.13	16.17	31.81	14.40	9.88	19.88	22.42	30.55
Balance of State	1,355,096	25.98	15.10	31.95	9.87	10.38	21.52	21.22	35.00
Racial Group									
Hispanic, any race	175,256	28.38	12.13	33.11	13.88	13.65	20.63	19.66	27.15
White, Non-Hispanic	1,449,257	26.51	17.16	31.35	8.70	8.37	20.81	23.18	36.52
Black, Non-Hispanic	279,224	19.78	10.58	34.18	19.67	16.50	14.82	16.61	29.13
Other, Non-Hispanic*	90,708	37.31	10.58	39.71	30.92	19.86	40.20	14.10	16.47

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.83**      **[BO\_CHALLENGE\_2]**

Which of the following business operations challenges [IF DOV\_GROUP = 1 OR 2: are you currently facing /ELSE: did you face in your last year of operation] [INSERT DOV\_ACTIVITY])?

Characteristic	Population Estimate	Percentage Reported			
		Maintaining the business' license/registration	Doing my taxes	Navigating local, state, or federal government regulations	None of the above
Overall					
Total	2,068,656	10.68	27.93	15.82	56.66
Entrepreneurial Pathway					
Current Business Owner	611,072	19.18	26.24	26.07	50.10
Current Freelancer	553,841	10.00	27.54	10.27	58.75
Nascent Entrepreneur	-	-	-	-	-
Former Business Owner	424,840	8.86	29.76	15.91	51.41
Former Freelancer	478,903	2.25	28.92	9.07	67.25
Withdrawn Entrepreneur	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-
Region					
Indianapolis MSA	713,852	11.21	28.69	15.06	57.13
Balance of State	1,354,804	10.41	27.53	16.22	56.41
Racial Group					
Hispanic, any race	174,265	14.09	22.26	18.14	61.32
White, Non-Hispanic	1,447,341	8.06	27.69	15.00	58.30
Black, Non-Hispanic	277,353	17.72	29.04	18.79	51.35
Other, Non-Hispanic*	90,708	23.84	30.99	19.26	51.87

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.84** **[BO\_CHALLENGE\_3]**

Which of the following customer reach challenges [IF DOV\_GROUP = 1 OR 2: are you currently facing /ELSE: did you face in your last year of operation] [INSERT DOV\_ACTIVITY])?

Characteristic	Population Estimate	Percentage Reported			
		Finding customers	Keeping existing customers	Setting up/maintaining the business' digital/online presence	None of the above
Overall					
Total	2,042,379	34.80	18.79	18.97	48.35
Entrepreneurial Pathway					
Current Business Owner	610,265	37.88	23.96	25.44	42.33
Current Freelancer	543,500	33.31	15.32	21.88	47.01
Nascent Entrepreneur	-	-	-	-	-
Former Business Owner	423,281	42.23	30.29	16.45	38.98
Former Freelancer	465,334	25.72	5.58	9.40	66.35
Withdrawn Entrepreneur	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-
Region					
Indianapolis MSA	708,804	36.72	20.70	20.39	46.98
Balance of State	1,333,575	33.78	17.77	18.22	49.09
Racial Group					
Hispanic, any race	171,811	40.05	21.46	18.01	41.17
White, Non-Hispanic	1,428,285	35.15	16.16	16.55	51.85
Black, Non-Hispanic	274,755	33.40	26.06	26.22	40.43
Other, Non-Hispanic*	88,539	37.03	28.50	32.18	35.61

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.85**      **[BO\_CHALLENGE\_4]**

Which of the following resource or support challenges [IF DOV\_GROUP = 1 OR 2: are you currently facing /ELSE: did you face in your last year of operation] [INSERT DOV\_ACTIVITY]?

Characteristic	Population Estimate	Percentage Reported								
		Finding and/or affording professional support like lawyers, accountants, or tax professionals	Finding support, advice, or finding role models in my network	Getting support from my family or friends	Getting support from my community	Balancing work and family	Feeling burnt out, or losing focus, interest, and/or motivation	Major life event (such as a new child, own or family medical issue)	Finding time to devote to the business; not enough time	None of the above
Overall										
Total	2,054,941	11.85	12.11	11.99	10.31	25.66	30.83	17.26	19.53	32.44
Entrepreneurial Pathway										
Current Business Owner	614,440	21.90	16.54	15.18	13.52	21.37	33.07	15.85	17.94	31.19
Current Freelancer	535,613	11.71	15.55	9.56	10.64	20.25	24.87	13.47	11.56	39.07
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-	-
Former Business Owner	422,780	8.01	4.20	14.27	13.40	29.74	40.55	27.74	21.11	22.87
Former Freelancer	482,107	2.56	9.56	8.61	3.13	33.55	26.07	14.08	29.01	35.07
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-	-	-	-	-
Region										
Indianapolis MSA	713,598	15.20	15.80	14.51	10.46	26.50	32.79	16.18	17.97	32.55
Balance of State	1,341,343	10.06	10.14	10.65	10.23	25.21	29.78	17.84	20.35	32.39
Racial Group										
Hispanic, any race	171,004	17.11	19.03	15.02	11.19	24.14	23.19	15.01	13.41	35.14
White, Non-Hispanic	1,435,411	9.96	8.12	8.36	6.68	27.41	33.40	16.73	20.78	33.73
Black, Non-Hispanic	279,223	17.82	22.84	23.71	20.24	19.71	23.80	16.16	15.69	29.50
Other, Non-Hispanic*	90,313	17.76	20.98	24.11	24.25	30.25	42.42	28.69	18.27	18.72

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.86**      **[BO\_CHALLENGE\_5]**

Which of the following economy or market challenges [IF DOV\_GROUP = 1 OR 2: are you currently facing /ELSE: did you face in your last year of operation] [INSERT DOV\_ACTIVITY]?

Characteristic	Population Estimate	Percentage Reported					
		Finding, affording, and/or retaining qualified employees	Competing against other/larger businesses	Supply chain issues	Decreasing demand for my product or service	Unfavorable economy	None of the above
Overall							
Total	2,066,302	14.68	23.45	17.40	20.64	27.69	40.80
Entrepreneurial Pathway							
Current Business Owner	611,952	29.33	34.32	25.65	18.07	29.05	30.80
Current Freelancer	550,048	10.55	11.26	18.94	16.37	26.45	46.88
Nascent Entrepreneur	-	-	-	-	-	-	-
Former Business Owner	421,942	10.04	37.89	17.11	27.45	41.56	25.39
Former Freelancer	482,360	4.86	10.96	5.43	22.83	15.26	60.02
Withdrawn Entrepreneur	-	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-	-
Region							
Indianapolis MSA	715,417	15.75	24.25	16.95	21.32	25.15	41.33
Balance of State	1,350,885	14.11	23.03	17.64	20.29	29.04	40.52
Racial Group							
Hispanic, any race	175,738	11.52	18.84	18.80	19.37	27.18	40.42
White, Non-Hispanic	1,443,113	13.97	23.18	15.03	20.67	28.73	41.83
Black, Non-Hispanic	278,679	16.07	25.54	17.70	19.66	23.97	35.64
Other, Non-Hispanic*	89,783	29.48	40.14	33.85	39.47	41.27	32.22

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.87a [BO\_CHALLENGE\_END] – Entrepreneurial Pathway and Region**

**Among the challenges you reported, which, if any, of these were among the primary reasons you closed your business or stopped working for yourself as a freelancer, consultant, or independent contractor?**

Primary Reason	Percent Reported				
	Total	Entrepreneurial Pathway		Region	
		Former Business Owner	Former Freelancer	Indianapolis MSA	Balance of State
Not being able to access and/or afford health insurance	60.62	59.94	61.50	56.84	61.91
Not having access to other employer-provided benefits (aside from health care)	49.83	53.58	46.52	48.89	50.25
Challenges with personal/family finances	69.47	67.95	71.29	78.74	66.23
Accessing capital to cover business operations	62.38	64.81	51.39	75.16	55.88
Making rent/mortgage payments on my business location(s)	95.36	97.20	83.01	84.04	98.61
Decreasing sales	89.35	92.71	75.01	86.18	90.47
Increasing business or operational costs	79.72	81.99	75.11	71.07	82.87
Maintaining the business' license/registration	29.32	19.67	62.10	68.29	19.71
Doing my taxes	39.77	56.73	25.66	41.51	39.13
Navigating local, state, or federal government regulations	50.50	66.45	26.19	51.36	50.21
Finding customers	92.52	95.32	88.43	83.07	96.91
Keeping existing customers	90.58	90.51	90.86	79.03	95.65
Setting up/maintaining the business' digital/online presence	67.14	83.10	42.40	55.59	72.21
Finding and/or affording professional support like lawyers, accountants, or tax professionals	63.43	62.72	66.04	25.08	87.28
Finding support, advice, or finding role models in my network	30.82	53.64	21.27	37.41	25.62
Getting support from my family or friends	60.64	52.00	72.21	24.74	74.41
Getting support from my community	65.41	69.24	50.59	44.95	71.74
Balancing work and family	67.75	74.95	62.10	82.07	62.44
Feeling burnt out, or losing focus, interest, and/or motivation	87.77	86.02	89.82	80.53	91.32
Major life event (such as a new child, own or family medical issue)	94.78	97.87	89.51	82.23	97.68
Finding time to devote to the business	78.64	79.75	77.93	86.19	76.80
Finding, affording, and/or retaining qualified employees	62.55	81.70	31.68	76.42	54.67
Competing against other/larger businesses	78.47	77.15	82.06	69.33	82.31
Supply chain issues	87.01	92.26	73.93	71.39	90.31
Decreasing demand for my product or service	81.06	71.74	91.00	76.74	82.66
Unfavorable economy	92.25	94.07	87.99	84.99	93.73

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.87b**      **[BO\_CHALLENGE\_END] – Racial Groups**

**Among the challenges you reported, which, if any, of these were among the primary reasons you closed your business or stopped working for yourself as a freelancer, consultant, or independent contractor?**

Primary Reason	Percent Reported				
	Total	Racial Group			
		Hispanic, any race	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic*
Not being able to access and/or afford health insurance	60.62	52.43	61.42	55.41	60.74
Not having access to other employer-provided benefits (aside from health care)	49.83	62.93	51.58	35.61	40.18
Challenges with personal/family finances	69.47	94.54	66.03	76.77	96.97
Accessing capital to cover business operations	62.38	47.62	56.65	91.45	100.00
Making rent/mortgage payments on my business location(s)	95.36	100.00	94.55	97.31	100.00
Decreasing sales	89.35	74.99	92.97	91.48	56.09
Increasing business or operational costs	79.72	82.93	79.99	75.24	100.00
Maintaining the business' license/registration	29.32	0.00	28.40	46.40	0.00
Doing my taxes	39.77	41.68	29.45	84.27	44.62
Navigating local, state, or federal government regulations	50.50	25.55	47.61	77.00	0.00
Finding customers	92.52	83.00	93.77	94.77	72.89
Keeping existing customers	90.58	55.54	94.33	69.52	100.00
Setting up/maintaining the business' digital/online presence	67.14	46.45	72.89	25.77	56.33
Finding and/or affording professional support like lawyers, accountants, or tax professionals	63.43	62.52	66.71	46.45	65.59
Finding support, advice, or finding role models in my network	30.82	91.41	19.32	86.54	35.58
Getting support from my family or friends	60.64	66.81	84.53	5.33	24.01
Getting support from my community	65.41	54.56	51.17	76.92	100.00
Balancing work and family	67.75	78.39	66.25	68.81	100.00
Feeling burnt out, or losing focus, interest, and/or motivation	87.77	98.51	88.08	86.61	77.57
Major life event (such as a new child, own or family medical issue)	94.78	100.00	93.54	96.52	100.00
Finding time to devote to the business	78.64	100.00	76.60	72.87	92.72
Finding, affording, and/or retaining qualified employees	62.55	49.74	61.38	57.72	100.00
Competing against other/larger businesses	78.47	66.62	80.22	64.65	71.46
Supply chain issues	87.01	38.76	86.24	95.82	100.00
Decreasing demand for my product or service	81.06	37.30	82.19	82.02	83.53
Unfavorable economy	92.25	90.71	91.00	100.00	100.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.88a [BO\_REASONS\_1] – Entrepreneurial Pathway and Region**

**You reported the following reasons for closing your business or stopping working for yourself as a freelancer, consultant, or independent contractor. Of these reasons for closing your business or stopping working for yourself, which was the primary reason? [SHOW IF MORE THAN ONE OF BO\_CHALLENGE\_ENDA - BO\_CHALLENGE\_ENDZ SELECTED]**

Primary Reason	Percent Reported				
	Total	Entrepreneurial Pathway		Region	
		Former Business Owner	Former Freelancer	Indianapolis MSA	Balance of State
Population Estimate	715,550	381,756	333,794	175,789	539,761
Not being able to access and/or afford health insurance	4.37	3.97	4.83	6.44	3.69
Not having access to other employer-provided benefits (aside from health care)	0.16	0.00	0.34	0.00	0.21
Challenges with personal/family finances	7.98	6.73	9.41	12.19	6.61
Accessing capital to cover business operations	0.85	1.46	0.15	1.59	0.60
Making rent/mortgage payments on my business location(s)	1.85	3.47	0.00	0.00	2.46
Decreasing sales	6.92	11.74	1.41	6.36	7.10
Increasing business or operational costs	6.84	5.50	8.37	4.08	7.74
Maintaining the business' license/registration	0.21	0.40	0.00	0.57	0.10
Doing my taxes	1.06	0.46	1.74	3.51	0.26
Navigating local, state, or federal government regulations	0.89	0.46	1.38	0.28	1.09
Finding customers	5.96	7.79	3.88	5.86	6.00
Keeping existing customers	0.70	0.14	1.33	0.74	0.68
Setting up/maintaining the business' digital/online presence	0.15	0.28	0.00	0.61	0.00
Finding and/or affording professional support like lawyers, accountants, or tax professionals	0.05	0.00	0.10	0.00	0.06
Finding support, advice, or finding role models in my network	0.04	0.00	0.09	0.17	0.00
Getting support from my family or friends	2.87	2.24	3.60	0.00	3.80
Getting support from my community	0.49	0.38	0.60	1.15	0.27
Balancing work and family	7.37	4.55	10.61	9.19	6.78
Feeling burnt out, or losing focus, interest, and/or motivation	6.80	7.08	6.49	11.66	5.22
Major life event (such as a new child, own or family medical issue)	9.62	7.16	12.44	4.35	11.34
Finding time to devote to the business	4.80	0.39	9.84	4.02	5.05
Finding, affording, and/or retaining qualified employees	0.00	0.00	0.00	0.00	0.00
Competing against other/larger businesses	2.90	1.20	4.83	2.72	2.95
Supply chain issues	2.36	0.74	4.22	0.00	3.13
Decreasing demand for my product or service	5.17	3.59	6.99	8.83	3.98
Unfavorable economy	11.33	16.14	5.82	4.01	13.71
Refused/Don't know	8.26	14.13	1.54	11.67	7.15

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.





**TABLE A.88b [BO\_REASONS\_1] – Racial Groups**

You reported the following reasons for closing your business or stopping working for yourself as a freelancer, consultant, or independent contractor. Of these reasons for closing your business or stopping working for yourself, which was the primary reason? [SHOW IF MORE THAN ONE OF BO\_CHALLENGE\_ENDA - BO\_CHALLENGE\_ENDZ SELECTED]

Primary Reason	Percent Reported				
	Total	Racial Group			
		Hispanic, any race	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic*
<b>Population Estimate</b>	<b>715,550</b>	<b>39,497</b>	<b>554,101</b>	<b>62,104</b>	<b>21,651</b>
Not being able to access and/or afford health insurance	4.37	0.00	5.43	0.90	2.82
Not having access to other employer-provided benefits (aside from health care)	0.16	0.00	0.00	0.00	0.00
Challenges with personal/family finances	7.98	15.60	8.49	3.28	8.72
Accessing capital to cover business operations	0.85	1.62	0.59	3.47	0.00
Making rent/mortgage payments on my business location(s)	1.85	0.00	2.17	0.00	5.85
Decreasing sales	6.92	0.36	5.22	7.73	16.78
Increasing business or operational costs	6.84	1.02	8.25	3.89	1.76
Maintaining the business' license/registration	0.21	0.00	0.00	2.47	0.00
Doing my taxes	1.06	1.15	0.41	5.55	6.54
Navigating local, state, or federal government regulations	0.89	0.56	0.86	0.45	0.00
Finding customers	5.96	7.29	5.04	9.01	3.70
Keeping existing customers	0.70	1.94	0.60	1.49	0.00
Setting up/maintaining the business' digital/online presence	0.15	2.73	0.00	0.00	0.00
Finding and/or affording professional support like lawyers, accountants, or tax professionals	0.05	0.82	0.00	0.00	0.00
Finding support, advice, or finding role models in my network	0.04	0.74	0.00	0.00	0.00
Getting support from my family or friends	2.87	0.00	3.71	0.00	0.00
Getting support from my community	0.49	0.00	0.26	3.25	0.00
Balancing work and family	7.37	0.24	8.69	5.61	2.17
Feeling burnt out, or losing focus, interest, and/or motivation	6.80	32.98	4.59	10.65	8.55
Major life event (such as a new child, own or family medical issue)	9.62	6.39	8.48	5.63	13.34
Finding time to devote to the business	4.80	0.94	5.06	0.84	10.38
Finding, affording, and/or retaining qualified employees	0.00	0.00	0.00	0.00	0.00
Competing against other/larger businesses	2.90	5.31	3.24	1.06	0.00
Supply chain issues	2.36	0.00	2.42	5.57	0.00
Decreasing demand for my product or service	5.17	0.45	6.07	3.15	5.84
Unfavorable economy	11.33	19.87	9.94	24.51	13.54
Refused/Don't know	8.26	0.00	10.50	1.49	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.89a [BO\_REASONS\_2] – Entrepreneurial Pathway and Region**

**Of the remaining reasons for closing your business or stopping working for yourself as a freelancer, which was the second most important reason? [SHOW IF MORE THAN TWO OF BO\_CHALLENGE\_ENDA - BO\_CHALLENGE\_ENDZ SELECTED]**

Primary Reason	Percent Reported				
	Total	Entrepreneurial Pathway		Region	
		Former Business Owner	Former Freelancer	Indianapolis MSA	Balance of State
<b>Population Estimate</b>	<b>570,179</b>	<b>340,675</b>	<b>229,504</b>	<b>140,473</b>	<b>429,706</b>
Not being able to access and/or afford health insurance	2.21	0.25	5.11	3.64	1.74
Not having access to other employer-provided benefits (aside from health care)	3.40	4.52	1.74	3.60	3.34
Challenges with personal/family finances	4.29	2.55	6.86	5.66	3.84
Accessing capital to cover business operations	3.03	4.50	0.85	2.40	3.24
Making rent/mortgage payments on my business location(s)	0.24	0.15	0.38	0.36	0.20
Decreasing sales	9.31	15.10	0.71	8.22	9.67
Increasing business or operational costs	1.54	2.28	0.44	2.69	1.16
Maintaining the business' license/registration	0.00	0.00	0.00	0.00	0.00
Doing my taxes	1.87	2.37	1.14	0.07	2.46
Navigating local, state, or federal government regulations	0.97	1.35	0.40	1.66	0.74
Finding customers	5.79	2.51	10.66	9.76	4.49
Keeping existing customers	1.46	1.61	1.25	1.04	1.60
Setting up/maintaining the business' digital/online presence	2.49	3.45	1.08	0.53	3.14
Finding and/or affording professional support like lawyers, accountants, or tax professionals	0.36	0.48	0.19	1.46	0.00
Finding support, advice, or finding role models in my network	0.48	0.00	1.20	1.96	0.00
Getting support from my family or friends	1.97	0.00	4.90	0.43	2.48
Getting support from my community	0.37	0.54	0.13	0.34	0.38
Balancing work and family	2.85	0.69	6.04	6.53	1.64
Feeling burnt out, or losing focus, interest, and/or motivation	16.40	10.13	25.71	13.37	17.39
Major life event (such as a new child, own or family medical issue)	4.18	5.70	1.92	0.94	5.24
Finding time to devote to the business	6.46	2.68	12.06	7.87	5.99
Finding, affording, and/or retaining qualified employees	0.43	0.72	0.00	0.45	0.42
Competing against other/larger businesses	5.96	7.66	3.44	1.52	7.42
Supply chain issues	2.39	3.52	0.70	1.15	2.79
Decreasing demand for my product or service	5.42	4.29	7.10	0.57	7.01
Unfavorable economy	4.42	5.21	3.25	5.80	3.97
Refused/Don't know	11.70	17.75	2.73	17.99	9.65

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.89b [BO\_REASONS\_2] – Racial Groups**

**Of the remaining reasons for closing your business or stopping working for yourself as a freelancer, which was the second most important reason? [SHOW IF MORE THAN TWO OF BO\_CHALLENGE\_ENDA - BO\_CHALLENGE\_ENDZ SELECTED]**

Primary Reason	Percent Reported				
	Total	Racial Group			
		Hispanic, any race	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic*
<b>Population Estimate</b>	<b>570,179</b>	<b>18,439</b>	<b>456,268</b>	<b>51,939</b>	<b>15,946</b>
Not being able to access and/or afford health insurance	2.21	11.20	1.78	0.48	0.00
Not having access to other employer-provided benefits (aside from health care)	3.40	7.51	3.70	1.76	1.42
Challenges with personal/family finances	4.29	0.00	1.81	6.63	25.99
Accessing capital to cover business operations	3.03	1.85	3.35	3.15	0.00
Making rent/mortgage payments on my business location(s)	0.24	0.00	0.00	2.62	0.00
Decreasing sales	9.31	13.56	10.49	4.51	2.40
Increasing business or operational costs	1.54	0.00	1.45	4.18	0.00
Maintaining the business' license/registration	0.00	0.00	0.00	0.00	0.00
Doing my taxes	1.87	0.51	1.74	3.06	0.00
Navigating local, state, or federal government regulations	0.97	0.62	0.70	4.27	0.00
Finding customers	5.79	9.84	4.82	11.21	21.27
Keeping existing customers	1.46	0.00	0.62	6.07	8.88
Setting up/maintaining the business' digital/online presence	2.49	0.00	3.12	0.00	0.00
Finding and/or affording professional support like lawyers, accountants, or tax professionals	0.36	0.00	0.00	3.95	0.00
Finding support, advice, or finding role models in my network	0.48	0.00	0.16	2.35	5.03
Getting support from my family or friends	1.97	0.00	2.47	0.00	0.00
Getting support from my community	0.37	1.58	0.40	0.00	0.00
Balancing work and family	2.85	0.00	2.59	3.33	9.88
Feeling burnt out, or losing focus, interest, and/or motivation	16.40	8.79	19.17	3.77	15.43
Major life event (such as a new child, own or family medical issue)	4.18	23.96	1.63	23.10	0.00
Finding time to devote to the business	6.46	5.39	7.51	2.07	2.95
Finding, affording, and/or retaining qualified employees	0.43	3.47	0.15	0.90	4.16
Competing against other/larger businesses	5.96	2.19	6.82	4.80	0.00
Supply chain issues	2.39	0.00	0.00	2.69	1.35
Decreasing demand for my product or service	5.42	4.21	6.61	0.00	0.00
Unfavorable economy	4.42	5.32	4.89	3.29	1.26
Refused/Don't know	11.70	0.00	14.04	1.79	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.90** [BO\_LENGTH\_1]

How long do you see yourself [INSERT DOV\_ACTIVITY]?

Characteristic	Population Estimate	Percentage Reported					
		Less than a year longer	1 to 2 years longer	3 to 4 years longer	5 to 9 years longer	10 or more years longer	Refused/ Don't know
Overall							
Total	1,170,512	10.41	14.46	15.08	16.85	41.70	1.50
Entrepreneurial Pathway							
Current Business Owner	615,922	7.29	9.13	13.43	18.60	49.57	1.98
Current Freelancer	554,590	13.88	20.38	16.92	14.90	32.95	0.96
Nascent Entrepreneur	-	-	-	-	-	-	-
Former Business Owner	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-	-
Region							
Indianapolis MSA	479,535	9.98	15.77	15.05	17.79	40.43	0.98
Balance of State	690,977	10.72	13.56	15.11	16.19	42.58	1.85
Racial Group							
Hispanic, any race	123,973	14.76	10.93	13.02	17.75	40.00	3.55
White, Non-Hispanic	742,875	9.93	14.77	13.98	19.56	41.18	0.59
Black, Non-Hispanic	207,399	10.46	15.48	16.32	13.74	40.68	3.32
Other, Non-Hispanic*	67,474	7.89	19.23	13.23	2.11	57.54	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.91**      **[BO\_POSTPLANS\_1]**

**What are your plans for after you finish [INSERT DOV\_ACTIVITY]?**

Characteristic	Population Estimate	Percentage Reported								
		Continue to work at another job in which I am currently employed	Take a new job/enter employment	Start another business	Retire	Go back to school	Take a break from work	Provide care for family or friends	Other	Refused/ Don't know
Overall										
Total	1,170,512	13.70	9.00	10.32	43.91	5.17	4.99	7.31	4.30	1.30
Entrepreneurial Pathway										
Current Business Owner	615,922	11.39	5.46	12.98	49.85	3.85	3.18	7.12	4.27	1.90
Current Freelancer	554,590	16.27	12.94	7.37	37.31	6.63	7.01	7.52	4.33	0.63
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-	-
Former Business Owner	-	-	-	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-	-	-	-	-
Region										
Indianapolis MSA	479,535	14.00	7.59	12.01	42.22	5.35	6.20	7.18	3.56	1.89
Balance of State	690,977	13.50	9.98	9.16	45.08	5.04	4.15	7.40	4.81	0.89
Racial Group										
Hispanic, any race	123,973	13.74	7.69	14.36	28.60	3.33	12.10	17.36	0.63	2.18
White, Non-Hispanic	742,875	13.36	9.07	7.50	51.98	3.94	2.82	4.88	5.40	1.04
Black, Non-Hispanic	207,399	16.59	10.01	17.48	25.59	7.35	8.44	7.73	4.53	2.28
Other, Non-Hispanic*	67,474	10.14	10.78	9.47	40.05	14.50	6.90	8.17	0.00	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.92** [BO\_POSTPLANS\_2]

What did you do immediately after you finished [INSERT DOV\_ACTIVITY]?

Characteristic	Population Estimate	Percentage Reported								
		Continue to work at current job	Took a new job/enter employment	Started another business	Retired	Went back to school	Took a break from work	Provide care for family or friends	Other	Refused/ Don't know
Overall										
Total	909,082	39.87	33.56	0.32	10.67	1.66	6.73	2.62	2.49	2.07
Entrepreneurial Pathway										
Current Business Owner	-	-	-	-	-	-	-	-	-	-
Current Freelancer	-	-	-	-	-	-	-	-	-	-
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-	-
Former Business Owner	424,961	32.48	38.49	0.00	13.98	1.32	5.10	3.17	2.50	2.96
Former Freelancer	484,121	46.37	29.23	0.61	7.76	1.96	8.16	2.13	2.48	1.30
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-	-	-	-	-
Region										
Indianapolis MSA	243,353	44.08	30.46	0.32	8.18	2.00	8.62	1.96	3.09	1.29
Balance of State	665,730	38.34	34.69	0.33	11.58	1.54	6.04	2.86	2.27	2.36
Racial Group										
Hispanic, any race	53,881	46.80	30.29	1.42	6.07	0.64	7.76	3.22	0.00	3.79
White, Non-Hispanic	707,347	41.08	33.12	0.00	12.37	1.36	6.59	1.52	2.27	1.70
Black, Non-Hispanic	74,423	28.43	37.04	0.00	2.42	3.76	7.66	14.67	2.51	3.51
Other, Non-Hispanic*	23,234	40.02	15.85	9.37	4.85	5.33	12.61	1.68	0.93	9.35

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_ACTIVITY] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'working for yourself'.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.93** [BO\_NUMPREVBIZ\_1]

**Prior to establishing, purchasing, or acquiring this business/self-employment, how many previous businesses have you owned?**

Characteristic	Population Estimate	Percentage Reported						
		0	1	2	3	4	5 or more	Refused/ Don't know
Overall								
Total	2,079,594	74.90	14.07	6.05	2.58	0.90	0.67	0.83
Entrepreneurial Pathway								
Current Business Owner	615,922	58.64	20.26	11.58	5.35	1.78	0.90	1.50
Current Freelancer	554,590	76.33	12.33	5.63	2.86	0.46	1.39	0.99
Nascent Entrepreneur	-	-	-	-	-	-	-	-
Former Business Owner	424,961	81.40	14.00	2.85	0.75	0.86	0.14	0.00
Former Freelancer	484,121	88.26	8.24	2.31	0.34	0.31	0.00	0.53
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-	-	-
Region								
Indianapolis MSA	722,887	71.83	14.81	7.29	2.16	1.28	1.22	1.40
Balance of State	1,356,707	76.54	13.67	5.39	2.80	0.69	0.37	0.53
Racial Group								
Hispanic, any race	177,854	69.27	8.53	7.21	7.48	2.30	2.36	2.85
White, Non-Hispanic	1,450,222	79.20	13.41	4.96	1.04	0.58	0.43	0.38
Black, Non-Hispanic	281,822	60.97	18.08	8.84	7.05	2.02	0.63	2.41
Other, Non-Hispanic*	90,708	63.01	15.78	16.68	2.31	0.45	1.77	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.94** [BO\_EXITSTRAT\_1]

Which of the following best characterizes how you closed or ended your business or stopped working for yourself as a freelancer, consultant, or independent contractor?

Characteristic	Population Estimate	Percentage Reported							
		Sold your business at a loss	Sold your business at more or less break even	Sold your business at a profit	Bankruptcy or liquidation	Transferred business to a family member	Just stopped working or taking work	Other specify	Refused/ Don't know
Overall									
Total	909,082	4.97	5.77	2.60	3.67	1.26	67.94	9.23	4.57
Entrepreneurial Pathway									
Current Business Owner	-	-	-	-	-	-	-	-	-
Current Freelancer	-	-	-	-	-	-	-	-	-
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-
Former Business Owner	424,961	9.76	11.50	3.83	6.82	1.73	52.61	7.70	6.05
Former Freelancer	484,121	0.76	0.73	1.53	0.90	0.85	81.40	10.57	3.26
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	-	-	-	-	-	-	-	-	-
Region									
Indianapolis MSA	243,353	2.79	4.70	5.33	6.03	1.86	69.90	6.65	2.73
Balance of State	665,730	5.76	6.16	1.61	2.80	1.04	67.22	10.17	5.23
Racial Group									
Hispanic, any race	53,881	0.15	5.80	2.02	4.84	4.56	52.66	23.60	6.36
White, Non-Hispanic	707,347	5.48	4.79	2.36	3.56	1.16	71.32	9.16	2.18
Black, Non-Hispanic	74,423	5.76	2.21	6.91	5.19	1.13	56.90	3.02	18.89
Other, Non-Hispanic*	23,234	6.09	0.00	3.27	2.57	0.00	70.34	17.72	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.





**TABLE A.95a**      **[BO\_INDUSTRY\_1\_PUF\_IN] – Entrepreneurial Pathway and Region**

**[DISPLAY FOR DOV\_GROUP = 1, 2, 4, OR 5: What industry best classifies your job as [INSERT DOV\_JOB]?] [DISPLAY FOR DOV\_GROUP = 3 or 6: What industry best classifies your business idea?]**

Primary Reason	Percent Reported								
	Total	Entrepreneurial Pathway						Region	
		Current Business Owner	Current Freelancer	Nascent Entrepreneur	Former Business Owner	Former Freelancer	Withdrawn Entrepreneur	Indianapolis MSA	Balance of State
<b>Population Estimate</b>	<b>2,960,510</b>	<b>615,922</b>	<b>554,590</b>	<b>253,254</b>	<b>424,961</b>	<b>484,121</b>	<b>627,661</b>	<b>1,023,807</b>	<b>1,936,703</b>
Accommodation and Food Services	10.48	6.29	10.29	5.85	13.78	6.69	17.36	12.06	9.64
Administrative, Support, Waste Management, and Recreation	1.01	1.29	2.30	1.12	0.04	1.13	0.11	1.80	0.59
Agriculture, Forestry, Fishing, and Hunting	1.75	2.57	1.60	0.80	2.91	0.61	1.59	1.91	1.67
Arts, Entertainment, and Recreation	10.20	6.10	11.77	17.93	3.19	8.29	15.82	11.48	9.51
Construction	5.59	8.58	8.11	2.03	7.16	3.18	2.65	6.10	5.31
Educational Services	2.93	2.45	4.41	2.22	2.01	5.85	0.74	4.44	2.12
Finance and Insurance	2.49	4.31	3.11	0.00	2.73	1.04	2.13	1.84	2.84
Health Care and Social Assistance	5.19	5.35	4.84	4.84	5.75	6.51	4.12	5.85	4.85
Information (e.g. publishers and telecommunications)	4.18	1.58	3.10	5.03	3.71	9.08	3.92	3.01	4.81
Manufacturing	3.95	8.43	0.29	1.72	4.11	1.83	5.21	3.71	4.08
Other Services (e.g. repair and maintenance services)	9.59	4.78	13.29	4.08	8.40	16.10	9.07	9.03	9.89
Professional, Scientific, and Technical Services	7.80	10.83	8.85	6.00	4.62	8.90	5.90	7.18	8.13
Real Estate	4.19	9.57	3.19	10.16	0.47	1.11	2.20	5.27	3.61
Retail	11.88	11.98	6.11	11.83	23.24	5.06	14.56	10.09	12.83
Transportation or Warehousing	4.56	3.97	5.57	4.31	3.97	8.95	1.39	4.93	4.37
Utilities	1.45	0.61	1.57	1.29	0.00	2.53	2.36	0.68	1.85
Wholesale trade	4.18	5.08	3.95	14.30	1.84	1.62	2.94	2.87	4.88
Other	2.77	1.84	5.41	1.20	3.97	3.43	0.66	2.65	2.83
Refused/Don't know	5.81	4.41	2.24	5.27	8.10	8.10	7.26	5.07	6.20

Notes: [DOV\_JOB] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'an aspiring business owner'. Some responses were suppressed to ensure the protection of identifiable information. Suppressed values were omitted from table calculations.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.95b [BO\_INDUSTRY\_1\_PUF\_IN] – Racial Groups**  
**[DISPLAY FOR DOV\_GROUP = 1, 2, 4, OR 5: What industry best classifies your job as [INSERT DOV\_JOB]?] [DISPLAY FOR DOV\_GROUP = 3 or 6: What industry best classifies your business idea?]**

Primary Reason	Percent Reported				
	Total	Racial Group			
		Hispanic, any race	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic*
<b>Population Estimate</b>	<b>2,960,510</b>	<b>284,386</b>	<b>2,009,584</b>	<b>411,239</b>	<b>144,086</b>
Accommodation and Food Services	10.48	12.64	10.61	9.22	8.22
Administrative, Support, Waste Management, and Recreation	1.01	1.17	0.65	2.91	1.03
Agriculture, Forestry, Fishing, and Hunting	1.75	3.44	1.53	2.70	0.00
Arts, Entertainment, and Recreation	10.20	6.53	10.76	9.89	16.55
Construction	5.59	6.54	6.04	3.89	3.94
Educational Services	2.93	2.36	2.86	4.17	3.62
Finance and Insurance	2.49	5.29	2.60	1.34	0.64
Health Care and Social Assistance	5.19	2.47	5.59	5.93	6.86
Information (e.g. publishers and telecommunications)	4.18	5.46	4.72	2.09	3.25
Manufacturing	3.95	6.60	3.64	4.59	3.40
Other Services (e.g. repair and maintenance services)	9.59	5.79	10.51	8.74	4.37
Professional, Scientific, and Technical Services	7.80	4.92	9.09	1.95	17.36
Real Estate	4.19	4.80	3.98	6.50	1.27
Retail	11.88	8.74	11.96	13.69	10.45
Transportation or Warehousing	4.56	3.24	4.53	4.20	11.05
Utilities	1.45	6.42	0.18	2.14	0.00
Wholesale trade	4.18	6.71	2.80	8.19	1.75
Other	2.77	2.43	2.58	1.78	2.40
Refused/Don't know	5.81	4.45	5.37	6.09	3.82

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. [DOV\_JOB] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'an aspiring business owner'. Some responses were suppressed to ensure the protection of identifiable information. Suppressed values were omitted from table calculations.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.96** [BO\_INDUSTRY\_2\_PUF\_IN]

[DISPLAY FOR DOV\_GROUP = 1, 2, 4, OR 5: Within Manufacturing, what type of manufacturing industry best classifies your job as [INSERT DOV\_JOB]?] [DISPLAY FOR DOV\_GROUP = 3 or 6: Within Manufacturing, what type of manufacturing industry best classifies your business idea?] [SHOW IF BO\_INDUSTRY\_1 = 11 (Manufacturing)]

Characteristic	Population Estimate	Percentage Reported							
		Food/Beverage	Textile/Apparel	Wood/Paper/ Printing/ Furniture	Petroleum/ Chemical/ Plastic/Mineral	Primary/ Fabricated Metal	Machinery/ Computer/ Appliance/ Transportation	Other Miscellaneous Manufacturing	Refused/ Don't know
Overall									
Total	116,588	15.21	7.08	13.14	3.17	10.18	10.10	25.11	16.00
Entrepreneurial Pathway									
Current Business Owner	51,943	5.99	10.22	25.81	3.09	14.91	14.41	22.37	3.19
Current Freelancer	1,630	47.68	0.00	0.00	52.32	0.00	0.00	0.00	0.00
Nascent Entrepreneur	4,367	0.00	20.89	1.24	27.55	0.00	0.00	50.32	0.00
Former Business Owner	17,151	0.00	0.00	6.94	0.00	2.53	6.76	0.00	83.77
Former Freelancer	8,794	6.37	13.84	0.00	0.00	25.19	0.00	22.38	32.22
Withdrawn Entrepreneur	32,702	38.73	2.70	3.65	0.00	4.90	10.07	39.95	0.00
Non-Entrepreneur	-	-	-	-	-	-	-	-	-
Region									
Indianapolis MSA	37,988	7.20	3.31	25.93	9.25	21.81	6.31	9.36	16.83
Balance of State	78,600	19.39	9.06	6.47	0.00	4.10	12.08	33.34	15.58
Racial Group									
Hispanic, any race	18,770	0.00	10.03	0.36	0.00	11.82	53.27	19.36	5.15
White, Non-Hispanic	72,861	17.78	4.62	6.96	0.39	13.20	1.63	32.87	22.56
Black, Non-Hispanic	18,876	21.50	11.28	42.39	10.77	0.00	3.50	6.69	3.88
Other, Non-Hispanic*	4,897	0.00	18.01	30.49	24.57	0.00	26.93	0.00	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category. [DOV\_JOB] text is based on entrepreneurial category of respondent. For example, text for a nascent entrepreneur would read 'an aspiring business owner'. Some responses were suppressed to ensure the protection of identifiable information. Suppressed values were omitted from table calculations.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.97a [GP\_CONSIDER\_1] – Entrepreneurial Pathway and Region**

Earlier, you said you are not planning to start a new business or become self-employed. What are the primary reasons why you have not considered starting your own business, working for yourself, or doing freelance or contract work, etc.?

Primary Reason	Percent Reported			
	Total	Entrepreneurial Pathway	Region	
		Non-Entrepreneur	Indianapolis MSA	Balance of State
<b>Population Estimate</b>	<b>2,063,781</b>	<b>2,063,781</b>	<b>623,106</b>	<b>1,440,675</b>
I don't know what kind of business I would start	27.90	27.90	33.84	25.33
It seems too risky	22.59	22.59	24.19	21.90
I'm not sure how well a business would do in my local community	10.31	10.31	6.72	11.86
I don't have enough savings or financial cushion to pursue starting a business	29.54	29.54	23.80	32.03
I don't know how to go about accessing financing to start a business	16.59	16.59	13.94	17.73
Family/friends are not supportive	3.40	3.40	2.46	3.81
It seems too challenging	14.17	14.17	15.93	13.41
The economy is too uncertain or unfavorable	20.38	20.38	17.39	21.67
It might take too much time	9.87	9.87	15.20	7.57
I like my current job/work arrangement	24.03	24.03	32.57	20.34
I need employer-provided benefits	14.51	14.51	14.08	14.70
I don't have the skills needed to run a business	16.64	16.64	12.41	18.47
I don't know where to go for help getting started	12.54	12.54	13.82	11.98
Major life event	6.02	6.02	5.56	6.22
Retired or planning to retire	25.38	25.38	24.97	25.56
Health reasons	13.90	13.90	12.08	14.68
Other specify	2.58	2.58	2.91	2.44

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.97b [GP\_CONSIDER\_1] – Racial Groups**

**Earlier, you said you are not planning to start a new business or become self-employed. What are the primary reasons why you have not considered starting your own business, working for yourself, or doing freelance or contract work, etc.?**

Primary Reason	Percent Reported				
	Total	Racial Group			
		Hispanic, any race	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic*
<b>Population Estimate</b>	<b>2,063,781</b>	<b>233,690</b>	<b>1,506,916</b>	<b>213,250</b>	<b>59,514</b>
I don't know what kind of business I would start	27.90	27.75	29.37	21.62	33.45
It seems too risky	22.59	24.45	22.00	14.01	24.87
I'm not sure how well a business would do in my local community	10.31	12.60	9.19	9.95	21.73
I don't have enough savings or financial cushion to pursue starting a business	29.54	31.43	29.42	27.55	35.89
I don't know how to go about accessing financing to start a business	16.59	20.44	14.94	16.27	48.33
Family/friends are not supportive	3.40	4.06	2.42	9.42	5.17
It seems too challenging	14.17	9.46	14.16	17.94	17.76
The economy is too uncertain or unfavorable	20.38	23.79	20.13	16.03	22.69
It might take too much time	9.87	18.70	8.16	9.31	21.09
I like my current job/work arrangement	24.03	28.71	23.05	15.19	21.95
I need employer-provided benefits	14.51	10.74	15.01	8.99	25.81
I don't have the skills needed to run a business	16.64	11.89	17.46	16.68	26.68
I don't know where to go for help getting started	12.54	19.04	9.96	12.68	32.43
Major life event	6.02	3.86	6.19	8.44	4.48
Retired or planning to retire	25.38	14.55	29.09	17.24	0.69
Health reasons	13.90	3.60	16.15	12.34	7.00
Other specify	2.58	3.28	2.67	1.54	1.56

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.98a [GP\_CONSIDER\_2] – Entrepreneurial Pathway and Region**

You reported the following reasons for not starting your own business or working for yourself as a freelancer, consultant, or independent contractor. Of these reasons, which is the primary reason for not starting your own business or working for yourself? [SHOW IF MORE THAN ONE ITEM IN GP\_CONSIDER\_1\_1 TO GP\_CONSIDER\_1\_17 SELECTED]

Primary Reason	Percent Reported			
	Total	Entrepreneurial Pathway	Region	
		Non-Entrepreneur	Indianapolis MSA	Balance of State
<b>Population Estimate</b>	<b>2,063,781</b>	<b>2,063,781</b>	<b>623,106</b>	<b>1,440,675</b>
I don't know what kind of business I would start	8.60	8.60	11.63	7.28
It seems too risky	5.31	5.31	6.73	4.69
I'm not sure how well a business would do in my local community	0.37	0.37	0.40	0.35
I don't have enough savings	11.59	11.59	8.83	12.79
I don't know how to go about accessing financing to start a business	2.26	2.26	1.11	2.75
Family/friends are not supportive	0.16	0.16	0.22	0.14
It seems too challenging	2.53	2.53	2.40	2.58
The economy is too uncertain or unfavorable	4.53	4.53	3.27	5.07
It might take too much time	1.27	1.27	2.05	0.93
I like my current job/work arrangement	15.34	15.34	21.04	12.88
I need employer-provided benefits	4.72	4.72	3.10	5.42
I don't have the skills needed to run a business	3.23	3.23	3.46	3.14
I don't know where to go for help getting started	1.83	1.83	2.88	1.37
Major life event	1.31	1.31	0.85	1.51
Retired or planning to retire	19.69	19.69	17.95	20.44
Health reasons	8.96	8.96	7.78	9.47
Other specify	2.39	2.39	2.35	2.41
Refused/Don't know	5.93	5.93	3.96	6.78

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.98b [GP\_CONSIDER\_2] – Racial Groups**

**You reported the following reasons for not starting your own business or working for yourself as a freelancer, consultant, or independent contractor. Of these reasons, which is the primary reason for not starting your own business or working for yourself? [SHOW IF MORE THAN ONE ITEM IN GP\_CONSIDER\_1\_1 TO GP\_CONSIDER\_1\_17 SELECTED]**

Primary Reason	Percent Reported				
	Total	Racial Group			
		Hispanic, any race	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic*
<b>Population Estimate</b>	<b>2,063,781</b>	<b>233,690</b>	<b>1,506,916</b>	<b>213,250</b>	<b>59,514</b>
I don't know what kind of business I would start	8.60	7.56	8.56	10.69	13.27
It seems too risky	5.31	8.48	4.96	2.63	5.69
I'm not sure how well a business would do in my local community	0.37	0.23	0.40	0.00	1.58
I don't have enough savings	11.59	20.54	9.34	20.88	8.11
I don't know how to go about accessing financing to start a business	2.26	1.70	1.52	1.56	25.64
Family/friends are not supportive	0.16	0.00	0.10	0.91	0.00
It seems too challenging	2.53	0.63	2.55	5.60	0.40
The economy is too uncertain or unfavorable	4.53	12.97	3.60	3.30	0.76
It might take too much time	1.27	2.05	0.82	4.26	0.02
I like my current job/work arrangement	15.34	16.65	15.17	11.17	3.55
I need employer-provided benefits	4.72	2.26	5.69	2.40	2.16
I don't have the skills needed to run a business	3.23	2.79	3.38	3.18	4.24
I don't know where to go for help getting started	1.83	2.38	1.08	6.23	4.34
Major life event	1.31	0.88	1.35	1.86	1.01
Retired or planning to retire	19.69	12.62	23.00	12.88	0.69
Health reasons	8.96	1.14	10.41	8.41	6.24
Other specify	2.39	2.94	2.47	1.54	1.56
Refused/Don't know	5.93	4.21	5.58	2.50	20.75

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.99a [GP\_CONSIDER\_3] – Entrepreneurial Pathway and Region**

**You reported the following reasons for not starting your own business or working for yourself as a freelancer, consultant, or independent contractor. Of these remaining reasons, which is the second most important reason for not starting your own business or working for yourself? [SHOW IF MORE THAN TWO ITEMS IN GP\_CONSIDER\_1\_1 TO GP\_CONSIDER\_1\_17 SELECTED]**

Primary Reason	Percent Reported			
	Total	Entrepreneurial Pathway	Region	
		Non-Entrepreneur	Indianapolis MSA	Balance of State
<b>Population Estimate</b>	<b>1,072,275</b>	<b>1,072,275</b>	<b>325,877</b>	<b>746,398</b>
I don't know what kind of business I would start	10.86	10.86	12.56	10.12
It seems too risky	7.14	7.14	10.47	5.69
I'm not sure how well a business would do in my local community	2.22	2.22	0.66	2.90
I don't have enough savings	12.89	12.89	11.43	13.53
I don't know how to go about accessing financing to start a business	5.09	5.09	4.93	5.17
Family/friends are not supportive	0.67	0.67	0.17	0.89
It seems too challenging	3.67	3.67	4.06	3.51
The economy is too uncertain or unfavorable	10.31	10.31	8.32	11.18
It might take too much time	3.51	3.51	5.10	2.82
I like my current job/work arrangement	5.64	5.64	11.61	3.03
I need employer-provided benefits	7.96	7.96	6.43	8.63
I don't have the skills needed to run a business	5.43	5.43	3.16	6.42
I don't know where to go for help getting started	1.97	1.97	2.10	1.91
Major life event	3.39	3.39	4.93	2.72
Retired or planning to retire	4.04	4.04	2.89	4.54
Health reasons	3.60	3.60	2.83	3.93
Other specify	0.31	0.31	1.01	0.00
Refused/Don't know	11.30	11.30	7.34	13.02

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.





**TABLE A.99b**      **[GP\_CONSIDER\_3] – Racial Groups**

**You reported the following reasons for not starting your own business or working for yourself as a freelancer, consultant, or independent contractor. Of these remaining reasons, which is the second most important reason for not starting your own business or working for yourself? [SHOW IF MORE THAN TWO ITEMS IN GP\_CONSIDER\_1\_1 TO GP\_CONSIDER\_1\_17 SELECTED]**

Primary Reason	Percent Reported				
	Total	Racial Group			
		Hispanic, any race	White, Non-Hispanic	Black, Non-Hispanic	Other, Non-Hispanic*
<b>Population Estimate</b>	<b>1,072,275</b>	<b>142,175</b>	<b>772,171</b>	<b>89,919</b>	<b>29,687</b>
I don't know what kind of business I would start	10.86	8.08	11.56	12.35	7.78
It seems too risky	7.14	9.72	6.83	6.97	11.05
I'm not sure how well a business would do in my local community	2.22	12.75	0.44	2.52	0.00
I don't have enough savings	12.89	7.79	15.12	9.86	5.19
I don't know how to go about accessing financing to start a business	5.09	0.75	5.14	8.90	3.46
Family/friends are not supportive	0.67	1.76	0.53	0.63	0.00
It seems too challenging	3.67	4.43	2.81	11.10	4.67
The economy is too uncertain or unfavorable	10.31	10.14	11.35	7.58	5.81
It might take too much time	3.51	12.79	1.90	3.47	2.17
I like my current job/work arrangement	5.64	13.01	5.43	0.00	0.00
I need employer-provided benefits	7.96	3.70	7.95	8.20	0.00
I don't have the skills needed to run a business	5.43	1.86	5.84	8.88	4.59
I don't know where to go for help getting started	1.97	3.09	0.88	4.37	5.20
Major life event	3.39	0.45	4.24	0.95	6.97
Retired or planning to retire	4.04	1.41	5.05	2.54	0.00
Health reasons	3.60	0.88	4.19	4.50	0.00
Other specify	0.31	0.46	0.34	0.00	0.00
Refused/Don't know	11.30	6.92	10.37	7.19	43.11

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.100**      **[GP\_EMPLOYEELENGTH\_1]**

Thinking about your [IF CURWORK=1: most recent job, about how long did you work there/ELSE: main job (the one that you spend the most time working at), about how long have you worked there]?

Characteristic	Population Estimate	Percentage Reported							
		Less than 1 year	1 to 2 years	3 to 4 years	5 to 9 years	10 to 14 years	15 to 19 years	20 years or more	Refused/ Don't know
Overall									
Total	2,081,330	16.84	15.18	11.53	18.16	9.91	7.51	19.84	1.03
Entrepreneurial Pathway									
Current Business Owner	-	-	-	-	-	-	-	-	-
Current Freelancer	-	-	-	-	-	-	-	-	-
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-
Former Business Owner	-	-	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	2,081,330	16.84	15.18	11.53	18.16	9.91	7.51	19.84	1.03
Region									
Indianapolis MSA	624,618	13.47	12.26	15.93	20.02	6.77	7.58	23.43	0.54
Balance of State	1,456,713	18.29	16.43	9.65	17.37	11.25	7.49	18.30	1.23
Racial Group									
Hispanic, any race	233,968	15.28	14.62	9.92	14.03	14.64	12.89	16.29	2.33
White, Non-Hispanic	1,510,419	15.63	15.80	10.36	17.93	10.23	7.01	22.03	1.02
Black, Non-Hispanic	226,483	26.81	13.95	13.05	18.46	6.06	5.20	16.46	0.00
Other, Non-Hispanic*	60,050	15.26	16.69	46.27	12.12	2.93	5.15	0.68	0.89

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.101**      **[GP\_EMPLOYERLENGTH\_1]**

Thinking about your [IF CURWORK=1: most recent job/ELSE: main job (the one that you spend the most time working at)], approximately how long has the business been in existence?

Characteristic	Population Estimate	Percentage Reported							
		Less than 1 year	1 to 2 years	3 to 4 years	5 to 9 years	10 to 14 years	15 to 19 years	20 years or more	Refused/ Don't know
Overall									
Total	2,081,330	6.03	1.47	2.38	4.90	6.75	6.23	70.70	1.55
Entrepreneurial Pathway									
Current Business Owner	-	-	-	-	-	-	-	-	-
Current Freelancer	-	-	-	-	-	-	-	-	-
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-
Former Business Owner	-	-	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	2,081,330	6.03	1.47	2.38	4.90	6.75	6.23	70.70	1.55
Region									
Indianapolis MSA	624,618	5.91	2.13	2.09	3.95	4.19	5.45	75.08	1.21
Balance of State	1,456,713	6.08	1.19	2.50	5.30	7.84	6.57	68.82	1.70
Racial Group									
Hispanic, any race	233,968	5.23	0.53	3.05	1.10	4.65	11.70	72.18	1.56
White, Non-Hispanic	1,510,419	4.47	1.07	2.25	5.82	7.28	5.60	72.00	1.50
Black, Non-Hispanic	226,483	11.54	5.27	3.25	3.27	7.10	6.44	60.50	2.64
Other, Non-Hispanic*	60,050	29.05	2.14	1.58	5.79	2.17	5.30	53.97	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.102**      **[GP\_NUMEMPSTART\_1]**

Please think about your [IF CURWORK=1: most recent job/ELSE: main job (the one that you spend the most time working at)]. Counting all locations where your [IF CURWORK=1: most recent] employer operates, how many people work for this employer? Your best estimate is fine.

Characteristic	Population Estimate	Percentage Reported								
		10 or fewer employees	11 to 24 employees	25 to 99 employees	100 to 499 employees	500 to 999 employees	1,000 to 4,999 employees	5,000 to 24,999 employees	25,000+ employees	Refused/ Don't know
Overall										
Total	2,081,330	12.68	10.04	11.05	15.90	9.40	12.27	12.18	14.77	1.72
Entrepreneurial Pathway										
Current Business Owner	-	-	-	-	-	-	-	-	-	-
Current Freelancer	-	-	-	-	-	-	-	-	-	-
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-	-
Former Business Owner	-	-	-	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	2,081,330	12.68	10.04	11.05	15.90	9.40	12.27	12.18	14.77	1.72
Region										
Indianapolis MSA	624,618	8.99	6.36	9.56	14.55	8.38	13.45	13.12	25.34	0.27
Balance of State	1,456,713	14.26	11.62	11.69	16.47	9.84	11.76	11.77	10.23	2.34
Racial Group										
Hispanic, any race	233,968	9.38	18.11	14.47	13.87	6.43	13.87	9.92	12.47	1.48
White, Non-Hispanic	1,510,419	12.84	8.92	9.73	16.90	9.90	11.47	13.58	14.59	2.05
Black, Non-Hispanic	226,483	16.70	7.00	10.23	15.67	11.78	15.98	7.14	14.94	0.55
Other, Non-Hispanic*	60,050	11.53	21.29	6.00	2.72	2.04	21.70	3.07	31.64	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

**TABLE A.103**      **[GP\_WEEKSWK\_1]**

During the past 12 months, how many weeks did you work? Your best estimate is fine.  
[SHOW IF CURWORK = 1]

Characteristic	Population Estimate	Mean Reported
<b>Overall</b>		
<b>Total</b>	<b>1,260,752</b>	<b>41.34</b>
<b>Entrepreneurial Pathway</b>		
<b>Current Business Owner</b>	-	-
<b>Current Freelancer</b>	-	-
<b>Nascent Entrepreneur</b>	-	-
<b>Former Business Owner</b>	-	-
<b>Former Freelancer</b>	-	-
<b>Withdrawn Entrepreneur</b>	-	-
<b>Non-Entrepreneur</b>	<b>1,260,752</b>	<b>41.34</b>
<b>Region</b>		
<b>Indianapolis MSA</b>	<b>387,643</b>	<b>43.61</b>
<b>Balance of State</b>	<b>873,108</b>	<b>40.34</b>
<b>Racial Group</b>		
<b>Hispanic, any race</b>	<b>177,419</b>	<b>35.73</b>
<b>White, Non-Hispanic</b>	<b>870,991</b>	<b>43.45</b>
<b>Black, Non-Hispanic</b>	<b>127,345</b>	<b>32.42</b>
<b>Other, Non-Hispanic*</b>	<b>43,654</b>	<b>47.04</b>

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.104**      **[GP\_HOURSWK\_1]**

During the past 12 months, in the weeks worked, how many hours did you usually work each week? Your best estimate is fine. [SHOW IF CURWORK = 1]

Characteristic	Population Estimate	Mean Reported
<b>Overall</b>		
<b>Total</b>	<b>1,260,752</b>	<b>37.31</b>
<b>Entrepreneurial Pathway</b>		
<b>Current Business Owner</b>	-	-
<b>Current Freelancer</b>	-	-
<b>Nascent Entrepreneur</b>	-	-
<b>Former Business Owner</b>	-	-
<b>Former Freelancer</b>	-	-
<b>Withdrawn Entrepreneur</b>	-	-
<b>Non-Entrepreneur</b>	<b>1,260,752</b>	<b>37.31</b>
<b>Region</b>		
<b>Indianapolis MSA</b>	<b>387,643</b>	<b>40.50</b>
<b>Balance of State</b>	<b>873,108</b>	<b>35.89</b>
<b>Racial Group</b>		
<b>Hispanic, any race</b>	<b>177,419</b>	<b>36.97</b>
<b>White, Non-Hispanic</b>	<b>870,991</b>	<b>37.10</b>
<b>Black, Non-Hispanic</b>	<b>127,345</b>	<b>35.52</b>
<b>Other, Non-Hispanic*</b>	<b>43,654</b>	<b>41.91</b>

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.105**      **[GP\_EMPBENEFIT\_1]**

**Which of the following employee benefits are paid totally or partly by your primary employer? [SHOW IF CURWORK = 1]**

Characteristic	Population Estimate	Percentage Reported								
		Health insurance	Contributions to retirement plans, including 401(k), Keogh, etc.	Profit sharing and/or stock options	Paid holidays or vacation	Paid sick leave	Paid parental or family leave	Tuition assistance and/or reimbursement	Other benefit	None of the above
Overall										
Total	1,246,688	59.10	59.30	20.34	75.57	48.57	31.81	22.37	1.04	15.85
Entrepreneurial Pathway										
Current Business Owner	-	-	-	-	-	-	-	-	-	-
Current Freelancer	-	-	-	-	-	-	-	-	-	-
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-	-
Former Business Owner	-	-	-	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	1,246,688	59.10	59.30	20.34	75.57	48.57	31.81	22.37	1.04	15.85
Region										
Indianapolis MSA	382,823	73.85	69.76	21.82	81.11	61.86	48.69	37.03	2.75	10.21
Balance of State	863,866	52.56	54.66	19.69	73.12	42.68	24.33	15.87	0.29	18.35
Racial Group										
Hispanic, any race	174,997	44.24	47.67	14.65	82.53	34.09	34.64	14.89	0.61	9.06
White, Non-Hispanic	864,943	62.29	62.74	22.47	77.42	55.78	33.66	25.46	1.31	16.67
Black, Non-Hispanic	125,845	55.99	44.36	10.37	54.52	39.84	30.23	22.96	0.48	26.33
Other, Non-Hispanic*	43,654	39.15	54.76	42.00	93.07	30.23	15.54	8.35	0.00	3.50

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.106** [GP\_NEWJOB\_1A, GP\_NEWJOB\_1B]

In the next year, how likely is it that you will... [SHOW IF CURWORK=1]

Characteristic	Population Estimate	Percent Reported									
		A. "Stay with your current employment arrangement"					B. "Look for/take a different job"				
		Not at all likely	Somewhat likely	Moderately likely	Very likely	Refused/ Don't know	Not at all likely	Somewhat likely	Moderately likely	Very likely	Refused/ Don't know
Overall											
Total	1,260,752	6.83	13.92	15.97	62.39	0.88	53.35	25.77	7.35	11.25	2.27
Entrepreneurial Pathway											
Current Business Owner	-	-	-	-	-	-	-	-	-	-	-
Current Freelancer	-	-	-	-	-	-	-	-	-	-	-
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-	-	-
Former Business Owner	-	-	-	-	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	1,260,752	6.83	13.92	15.97	62.39	0.88	53.35	25.77	7.35	11.25	2.27
Region											
Indianapolis MSA	387,643	8.80	13.07	16.79	60.07	1.27	46.15	30.52	7.24	13.48	2.61
Balance of State	873,108	5.96	14.30	15.60	63.42	0.71	56.55	23.66	7.40	10.26	2.12
Racial Group											
Hispanic, any race	177,419	16.43	23.96	25.84	32.79	0.97	44.92	23.06	14.09	16.41	1.52
White, Non-Hispanic	870,991	3.25	11.83	12.79	71.40	0.74	59.01	25.52	4.71	8.84	1.91
Black, Non-Hispanic	127,345	13.45	20.02	30.57	35.96	0.00	27.70	25.98	18.21	23.20	4.91
Other, Non-Hispanic*	43,654	23.13	10.20	5.58	61.10	0.00	21.98	59.14	6.77	12.10	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.





**TABLE A.107** [GP\_NEWJOB\_1C, GP\_NEWJOB\_1D]

In the next year, how likely is it that you will... [SHOW IF CURWORK==1]

Characteristic	Population Estimate	Percentage Reported									
		C. "Look for/take another job in addition to your current job(s)"					D. "Start your own business as a primary source of income"				
		Not at all likely	Somewhat likely	Moderately likely	Very likely	Refused/ Don't know	Not at all likely	Somewhat likely	Moderately likely	Very likely	Refused/ Don't know
Overall											
Total	1,260,752	66.26	19.56	4.86	7.15	2.18	82.46	10.05	2.50	2.17	2.82
Entrepreneurial Pathway											
Current Business Owner	-	-	-	-	-	-	-	-	-	-	-
Current Freelancer	-	-	-	-	-	-	-	-	-	-	-
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-	-	-
Former Business Owner	-	-	-	-	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	1,260,752	66.26	19.56	4.86	7.15	2.18	82.46	10.05	2.50	2.17	2.82
Region											
Indianapolis MSA	387,643	64.19	19.31	6.70	7.05	2.75	82.87	9.25	2.83	2.25	2.80
Balance of State	873,108	67.18	19.67	4.04	7.19	1.92	82.29	10.41	2.35	2.13	2.83
Racial Group											
Hispanic, any race	177,419	52.03	32.36	10.37	3.60	1.64	76.50	15.12	2.85	3.90	1.64
White, Non-Hispanic	870,991	74.94	15.69	3.70	4.06	1.61	87.88	7.54	0.87	1.13	2.57
Black, Non-Hispanic	127,345	28.20	32.80	7.34	26.51	5.16	61.78	21.89	4.92	6.76	4.64
Other, Non-Hispanic*	43,654	50.85	13.92	2.94	32.29	0.00	62.09	4.76	28.80	4.35	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.108** [GP\_NEWJOB\_1C, GP\_NEWJOB\_1D]

In the next year, how likely is it that you will... [SHOW IF CURWORK==1]

Characteristic	Population Estimate	Percentage Reported									
		E. "Start working for yourself as a freelancer, consultant, or independent contractor"					F. "Engage in gig work as a primary source of income"				
		Not at all likely	Somewhat likely	Moderately likely	Very likely	Refused/ Don't know	Not at all likely	Somewhat likely	Moderately likely	Very likely	Refused/ Don't know
Overall											
Total	1,260,752	81.57	11.82	2.32	1.75	2.55	85.47	8.42	4.18	0.89	1.05
Entrepreneurial Pathway											
Current Business Owner	-	-	-	-	-	-	-	-	-	-	-
Current Freelancer	-	-	-	-	-	-	-	-	-	-	-
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-	-	-
Former Business Owner	-	-	-	-	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	1,260,752	81.57	11.82	2.32	1.75	2.55	85.47	8.42	4.18	0.89	1.05
Region											
Indianapolis MSA	387,643	78.61	13.87	2.68	2.09	2.75	80.45	11.56	4.62	2.10	1.27
Balance of State	873,108	82.88	10.91	2.15	1.59	2.46	87.69	7.03	3.98	0.35	0.95
Racial Group											
Hispanic, any race	177,419	80.13	14.76	2.07	1.41	1.64	79.74	14.46	4.35	1.29	0.17
White, Non-Hispanic	870,991	85.87	10.06	0.51	1.37	2.18	90.20	6.10	2.80	0.14	0.75
Black, Non-Hispanic	127,345	64.62	18.07	7.39	5.28	4.64	62.59	19.78	10.45	4.55	2.63
Other, Non-Hispanic*	43,654	63.44	8.97	26.67	0.93	0.00	88.86	0.47	6.33	4.34	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.109** [GP\_NEWJOB\_1G, GP\_NEWJOB\_1H]

In the next year, how likely is it that you will... [SHOW IF CURWORK==1]

Characteristic	Population Estimate	Percentage Reported									
		G. "Engage in gig work as a secondary source of income"					H. "Retire"				
		Not at all likely	Somewhat likely	Moderately likely	Very likely	Refused/ Don't know	Not at all likely	Somewhat likely	Moderately likely	Very likely	Refused/ Don't know
Overall											
Total	1,260,752	69.31	21.30	3.92	2.46	3.01	79.39	7.90	5.07	4.56	3.08
Entrepreneurial Pathway											
Current Business Owner	-	-	-	-	-	-	-	-	-	-	-
Current Freelancer	-	-	-	-	-	-	-	-	-	-	-
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-	-	-
Former Business Owner	-	-	-	-	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	1,260,752	69.31	21.30	3.92	2.46	3.01	79.39	7.90	5.07	4.56	3.08
Region											
Indianapolis MSA	387,643	66.15	20.59	5.74	4.37	3.15	83.53	4.68	5.45	4.24	2.09
Balance of State	873,108	70.71	21.61	3.11	1.61	2.95	77.56	9.33	4.90	4.70	3.52
Racial Group											
Hispanic, any race	177,419	59.93	32.23	4.70	1.80	1.34	79.65	4.84	3.05	10.90	1.57
White, Non-Hispanic	870,991	75.49	17.09	2.12	2.32	2.98	80.67	7.09	5.59	3.54	3.11
Black, Non-Hispanic	127,345	44.53	36.76	10.50	4.78	3.44	72.48	14.10	5.92	3.86	3.63
Other, Non-Hispanic*	43,654	49.57	34.83	10.98	2.46	2.16	91.57	0.03	4.10	4.30	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

**TABLE A.110** [GP\_NEWJOB\_1G, GP\_NEWJOB\_1H]

In the next year, how likely is it that you will... [SHOW IF CURWORK==1]

Characteristic	Population Estimate	Percentage Reported									
		I. "Exit the labor force (not for retirement)"					J. "Go back to school"				
		Not at all likely	Somewhat likely	Moderately likely	Very likely	Refused/ Don't know	Not at all likely	Somewhat likely	Moderately likely	Very likely	Refused/ Don't know
Overall											
Total	1,260,752	85.19	7.86	1.35	2.47	3.13	73.51	14.16	4.38	3.71	4.23
Entrepreneurial Pathway											
Current Business Owner	-	-	-	-	-	-	-	-	-	-	-
Current Freelancer	-	-	-	-	-	-	-	-	-	-	-
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-	-	-
Former Business Owner	-	-	-	-	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	1,260,752	85.19	7.86	1.35	2.47	3.13	73.51	14.16	4.38	3.71	4.23
Region											
Indianapolis MSA	387,643	87.05	4.99	2.99	2.40	2.58	72.45	15.14	3.15	6.24	3.02
Balance of State	873,108	84.37	9.13	0.62	2.51	3.38	73.99	13.73	4.93	2.59	4.76
Racial Group											
Hispanic, any race	177,419	75.58	14.13	2.10	6.44	1.74	74.00	16.67	1.66	5.77	1.90
White, Non-Hispanic	870,991	89.05	6.73	0.51	0.78	2.93	80.03	11.30	3.19	2.55	2.93
Black, Non-Hispanic	127,345	73.96	8.67	6.61	4.60	6.16	42.31	29.25	6.66	5.00	16.79
Other, Non-Hispanic*	43,654	75.10	8.67	0.93	15.30	0.00	26.16	26.99	31.54	15.30	0.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

**TABLE A.111** [GP\_NEWJOB\_2A, GP\_NEWJOB\_2B, GP\_NEWJOB\_2C]

In the next year, how likely is it that you will... [SHOW IF CURWORK=0]

Characteristic	Population Estimate	Percentage Reported														
		A. "Take a Job"					B. "Start your own business as a primary source of income"					C. "Start working for yourself as a freelancer, consultant, or independent contractor"				
		Not at all likely	Somewhat likely	Moderately likely	Very likely	Refused/ Don't know	Not at all likely	Somewhat likely	Moderately likely	Very likely	Refused/ Don't know	Not at all likely	Somewhat likely	Moderately likely	Very likely	Refused/ Don't know
Overall																
Total	820,578	7.16	3.69	0.00	3.11	86.03	13.78	0.19	0.00	0.00	86.03	13.78	0.19	0.00	0.00	86.03
Entrepreneurial Pathway																
Current Business Owner	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Current Freelancer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Former Business Owner	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	820,578	7.16	3.69	0.00	3.11	86.03	13.78	0.19	0.00	0.00	86.03	13.78	0.19	0.00	0.00	86.03
Region																
Indianapolis MSA	236,974	10.68	0.00	0.00	0.65	88.67	10.68	0.65	0.00	0.00	88.67	10.68	0.65	0.00	0.00	88.67
Balance of State	583,604	5.74	5.19	0.00	4.11	84.97	15.03	0.00	0.00	0.00	84.97	15.03	0.00	0.00	0.00	84.97
Racial Group																
Hispanic, any race	56,549	20.54	0.00	0.00	0.00	79.46	20.54	0.00	0.00	0.00	79.46	20.54	0.00	0.00	0.00	79.46
White, Non-Hispanic	639,428	6.80	4.57	0.00	3.99	84.64	15.12	0.24	0.00	0.00	84.64	15.12	0.24	0.00	0.00	84.64
Black, Non-Hispanic	99,138	3.74	1.07	0.00	0.00	95.19	4.81	0.00	0.00	0.00	95.19	4.81	0.00	0.00	0.00	95.19
Other, Non-Hispanic*	16,396	0.00	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00	100.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.112** [GP\_NEWJOB\_2D, GP\_NEWJOB\_2E, GP\_NEWJOB\_2F]

In the next year, how likely is it that you will... [SHOW IF CURWORK=0]

Characteristic	Population Estimate	Percentage Reported														
		D. "Engage in gig work as a primary source of income"					E. "Engage in gig work as a secondary source of income"					F. "Go back to school"				
		Not at all likely	Somewhat likely	Moderately likely	Very likely	Refused/ Don't know	Not at all likely	Somewhat likely	Moderately likely	Very likely	Refused/ Don't know	Not at all likely	Somewhat likely	Moderately likely	Very likely	Refused/ Don't know
Overall																
Total	820,578	11.10	2.87	0.00	0.00	86.03	10.93	3.04	0.00	0.00	86.03	12.19	0.19	0.00	1.59	86.03
Entrepreneurial Pathway																
Current Business Owner	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Current Freelancer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nascent Entrepreneur	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Former Business Owner	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Former Freelancer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Withdrawn Entrepreneur	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Entrepreneur	820,578	11.10	2.87	0.00	0.00	86.03	10.93	3.04	0.00	0.00	86.03	12.19	0.19	0.00	1.59	86.03
Region																
Indianapolis MSA	236,974	10.68	0.65	0.00	0.00	88.67	10.09	1.24	0.00	0.00	88.67	10.68	0.65	0.00	0.00	88.67
Balance of State	583,604	11.26	3.77	0.00	0.00	84.97	11.26	3.77	0.00	0.00	84.97	12.80	0.00	0.00	2.24	84.97
Racial Group																
Hispanic, any race	56,549	20.54	0.00	0.00	0.00	79.46	20.54	0.00	0.00	0.00	79.46	20.54	0.00	0.00	0.00	79.46
White, Non-Hispanic	639,428	11.68	3.68	0.00	0.00	84.64	11.46	3.90	0.00	0.00	84.64	13.24	0.24	0.00	1.88	84.64
Black, Non-Hispanic	99,138	4.81	0.00	0.00	0.00	95.19	4.81	0.00	0.00	0.00	95.19	3.74	0.00	0.00	1.07	95.19
Other, Non-Hispanic*	16,396	0.00	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00	100.00

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. The symbol (-) indicates this question was not asked of this entrepreneurship category.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.

**TABLE A.113 [DEM\_HHINC\_PUF]**

**What is your total annual household income before taxes? Include income earned by anyone residing in your household full-time who is related to you by birth, marriage, or adoption.**

Characteristic	Population Estimate	Percentage Reported					
		<25,000	25,000-49,999	50,000-74,999	75,000-99,999	100,000+	Refused/Don't know
Overall							
Total	5,041,840	16.43	21.92	19.08	14.98	25.28	2.31
Entrepreneurial Pathway							
Current Business Owner	615,922	13.07	16.28	14.97	18.67	34.44	2.58
Current Freelancer	554,590	14.41	25.13	17.88	13.88	25.25	3.45
Nascent Entrepreneur	253,254	19.28	20.66	14.46	9.85	34.36	1.39
Former Business Owner	424,961	14.35	24.01	23.54	19.17	15.90	3.01
Former Freelancer	484,121	9.79	18.69	19.58	15.65	32.85	3.45
Withdrawn Entrepreneur	627,661	10.81	22.01	27.08	14.74	21.74	3.62
Non-Entrepreneur	2,081,330	21.37	23.24	17.71	13.81	22.64	1.23
Region							
Indianapolis MSA	1,648,425	15.07	18.91	17.19	14.78	31.73	2.31
Balance of State	3,393,415	17.13	23.47	20.05	15.07	21.96	2.32
Racial Group							
Hispanic, any race	518,354	16.02	22.59	15.79	13.52	24.79	7.30
White, Non-Hispanic	3,520,002	13.91	20.90	18.61	16.19	28.53	1.86
Black, Non-Hispanic	637,722	34.86	26.10	20.49	8.27	8.01	2.28
Other, Non-Hispanic*	204,135	15.22	31.45	17.10	6.36	27.98	1.90

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. Some responses were suppressed to ensure the protection of identifiable information. Suppressed values were omitted from table calculations.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.114** [DEM\_COMM\_RATEA, DEM\_COMM\_RATEB]

How would you rate the following in your community?

Characteristic	Population Estimate	Percentage Reported									
		A. "The overall strength of the economy"					B. "The overall strength of the job market"				
		Excellent	Good	Just fair	Poor	Refused/ Don't know	Excellent	Good	Just fair	Poor	Refused/ Don't know
Overall											
Total	5,041,840	5.32	27.67	38.70	23.29	5.01	11.21	39.21	29.70	13.96	5.92
Entrepreneurial Pathway											
Current Business Owner	615,922	12.48	32.42	31.01	21.48	2.61	17.72	35.65	27.54	14.69	4.40
Current Freelancer	554,590	5.46	28.30	33.66	25.24	7.34	9.50	41.99	24.06	16.03	8.42
Nascent Entrepreneur	253,254	3.53	25.13	41.10	22.72	7.53	6.82	40.25	32.57	13.47	6.89
Former Business Owner	424,961	5.70	23.54	43.63	23.23	3.90	10.01	42.17	29.87	15.95	2.00
Former Freelancer	484,121	4.55	31.09	41.84	15.88	6.64	18.35	41.41	24.95	7.96	7.34
Withdrawn Entrepreneur	627,661	2.18	22.56	40.77	28.55	5.94	6.98	39.20	33.78	15.14	4.90
Non-Entrepreneur	2,081,330	4.44	28.00	39.67	23.54	4.36	10.14	38.30	31.33	13.89	6.35
Region											
Indianapolis MSA	1,648,425	7.46	30.78	33.63	23.28	4.84	13.44	41.21	26.19	13.06	6.09
Balance of State	3,393,415	4.28	26.16	41.16	23.30	5.09	10.13	38.24	31.40	14.39	5.83
Racial Group											
Hispanic, any race	518,354	7.41	23.50	36.28	21.67	11.14	13.39	26.62	39.46	9.57	10.96
White, Non-Hispanic	3,520,002	4.07	29.24	38.74	24.68	3.27	10.44	42.72	27.72	14.50	4.61
Black, Non-Hispanic	637,722	10.45	29.52	33.73	16.89	9.41	13.14	29.89	34.85	13.54	8.58
Other, Non-Hispanic*	204,135	3.62	18.65	43.86	27.38	6.48	13.49	34.99	29.16	13.17	9.20

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.





**TABLE A.115** [DEM\_COMM\_RATEC, DEM\_COMM\_RATED]

How would you rate the following in your community?

Characteristic	Population Estimate	Percentage Reported									
		C. "The ability to start or grow a business"					D. "The overall support of local businesses"				
		Excellent	Good	Just fair	Poor	Refused/ Don't know	Excellent	Good	Just fair	Poor	Refused/ Don't know
Overall											
Total	5,041,840	5.66	22.99	32.84	23.50	15.00	7.14	31.65	32.77	15.25	13.19
Entrepreneurial Pathway											
Current Business Owner	615,922	17.26	29.39	35.45	11.62	6.28	12.72	31.91	35.10	12.38	7.89
Current Freelancer	554,590	7.02	34.22	22.75	21.41	14.60	6.32	33.05	28.07	18.87	13.69
Nascent Entrepreneur	253,254	3.98	30.66	41.50	16.62	7.25	3.83	17.85	44.62	16.16	17.54
Former Business Owner	424,961	7.56	18.40	28.50	38.09	7.46	7.57	35.29	34.04	17.56	5.53
Former Freelancer	484,121	3.08	24.25	28.92	27.81	15.94	4.92	28.96	34.33	18.24	13.54
Withdrawn Entrepreneur	627,661	4.52	21.00	29.80	32.07	12.61	4.79	27.92	26.72	20.07	20.49
Non-Entrepreneur	2,081,330	2.63	18.42	36.42	21.84	20.68	7.24	33.89	33.09	12.41	13.36
Region											
Indianapolis MSA	1,648,425	5.95	26.91	30.27	19.27	17.59	7.58	33.22	29.16	13.92	16.12
Balance of State	3,393,415	5.52	21.09	34.09	25.55	13.75	6.92	30.89	34.52	15.90	11.76
Racial Group											
Hispanic, any race	518,354	6.76	25.04	30.87	26.81	10.52	14.54	19.09	33.37	21.08	11.93
White, Non-Hispanic	3,520,002	4.69	22.39	33.56	24.12	15.24	5.81	35.96	32.21	14.20	11.81
Black, Non-Hispanic	637,722	10.65	22.30	36.56	13.65	16.84	9.43	23.43	36.30	12.91	17.92
Other, Non-Hispanic*	204,135	5.78	29.61	27.60	21.58	15.43	5.07	25.41	27.64	24.35	17.53

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.116** [DEM\_COMM\_RATEE, DEM\_COMM\_RATEF]

How would you rate the following in your community?

Characteristic	Population Estimate	Percentage Reported									
		E. "The overall quality of transportation"					F. "The overall quality of community service organizations such as health, financial, and education services"				
		Excellent	Good	Just fair	Poor	Refused/ Don't know	Excellent	Good	Just fair	Poor	Refused/ Don't know
Overall											
Total	5,041,840	7.42	31.54	31.63	20.92	8.49	8.73	36.39	33.15	12.98	8.76
Entrepreneurial Pathway											
Current Business Owner	615,922	17.47	31.03	26.68	19.04	5.77	14.90	36.71	30.12	12.70	5.58
Current Freelancer	554,590	7.41	26.44	32.02	25.12	9.00	9.61	35.03	29.41	17.93	8.02
Nascent Entrepreneur	253,254	7.60	22.61	49.71	15.43	4.64	6.06	38.76	33.12	12.27	9.80
Former Business Owner	424,961	4.35	32.40	38.48	18.70	6.06	12.11	33.15	34.91	15.72	4.11
Former Freelancer	484,121	3.28	33.67	39.48	18.22	5.35	4.55	38.37	38.32	10.53	8.23
Withdrawn Entrepreneur	627,661	7.32	27.70	26.59	28.93	9.46	5.20	32.54	34.41	15.55	12.30
Non-Entrepreneur	2,081,330	6.05	34.61	29.09	19.70	10.56	8.34	37.72	33.10	11.06	9.78
Region											
Indianapolis MSA	1,648,425	6.96	31.48	31.59	22.70	7.26	10.11	36.93	30.19	13.36	9.40
Balance of State	3,393,415	7.64	31.56	31.65	20.06	9.09	8.05	36.12	34.58	12.79	8.45
Racial Group											
Hispanic, any race	518,354	11.18	32.01	23.85	17.85	15.11	11.13	36.70	30.71	11.62	9.84
White, Non-Hispanic	3,520,002	5.96	31.42	33.04	22.30	7.28	7.84	37.96	32.87	13.75	7.58
Black, Non-Hispanic	637,722	11.97	33.05	32.83	12.40	9.75	13.01	31.40	34.23	9.68	11.68
Other, Non-Hispanic*	204,135	8.84	26.94	28.47	26.05	9.70	6.47	32.72	36.07	14.07	10.67

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.117** [DEM\_COMM\_RATEG, DEM\_COMM\_RATEH]

How would you rate the following in your community?

Characteristic	Population Estimate	Percentage Reported									
		G. "The overall ability for you to improve your own financial situation"					H. "The overall ability to make connections and personal relationships in the community"				
		Excellent	Good	Just fair	Poor	Refused/ Don't know	Excellent	Good	Just fair	Poor	Refused/ Don't know
Overall											
Total	5,041,840	7.66	34.46	33.76	16.27	7.84	10.76	38.72	32.05	10.71	7.75
Entrepreneurial Pathway											
Current Business Owner	615,922	18.13	41.29	26.07	10.95	3.57	21.56	37.88	28.16	8.41	4.00
Current Freelancer	554,590	9.92	33.87	27.07	22.26	6.88	14.67	30.31	31.72	14.87	8.44
Nascent Entrepreneur	253,254	4.78	32.07	41.75	13.06	8.35	5.84	41.73	29.93	14.05	8.45
Former Business Owner	424,961	4.71	28.14	46.62	16.73	3.80	9.54	42.70	31.29	14.59	1.89
Former Freelancer	484,121	4.33	42.98	34.89	13.31	4.49	5.16	54.64	22.42	6.77	11.02
Withdrawn Entrepreneur	627,661	4.84	25.95	45.15	17.65	6.40	10.02	29.90	37.01	15.84	7.22
Non-Entrepreneur	2,081,330	6.54	34.77	30.53	16.83	11.33	8.90	39.00	34.44	8.46	9.19
Region											
Indianapolis MSA	1,648,425	8.34	37.58	31.78	15.02	7.28	12.10	39.09	31.33	9.81	7.68
Balance of State	3,393,415	7.33	32.95	34.73	16.88	8.11	10.11	38.55	32.40	11.15	7.79
Racial Group											
Hispanic, any race	518,354	9.52	37.62	28.97	14.22	9.67	14.65	30.57	33.62	8.49	12.67
White, Non-Hispanic	3,520,002	6.61	35.73	34.45	16.47	6.74	9.91	42.88	29.97	10.94	6.30
Black, Non-Hispanic	637,722	12.10	29.60	31.92	14.67	11.71	13.23	29.79	36.11	8.83	12.03
Other, Non-Hispanic*	204,135	8.35	26.20	39.60	17.52	8.32	12.30	27.88	36.94	14.74	8.15

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.118 [PE\_COVIDCONCERNA, PE\_COVIDCONCERNB]**

The COVID-19 pandemic has affected people differently. Are you very concerned, somewhat concerned, not that concerned or not at all concerned about...?

Characteristic	Population Estimate	Percentage Reported									
		A. "Your family's financial stability"					B. "Your ability to pay for your housing expenses/stay in your current residence"				
		Very concerned	Somewhat concerned	Not that concerned	Not at all concerned	Refused/ Don't know	Very concerned	Somewhat concerned	Not that concerned	Not at all concerned	Refused/ Don't know
Overall											
Total	5,041,840	19.48	37.29	27.66	14.35	1.22	16.26	25.58	32.02	24.34	1.81
Entrepreneurial Pathway											
Current Business Owner	615,922	23.89	28.41	30.62	15.03	2.06	17.49	22.65	27.03	29.99	2.85
Current Freelancer	554,590	23.26	36.10	23.23	16.07	1.35	23.19	28.73	27.49	19.20	1.39
Nascent Entrepreneur	253,254	28.72	28.56	31.10	9.85	1.77	21.13	25.10	36.94	13.05	3.77
Former Business Owner	424,961	18.53	39.82	21.66	19.28	0.70	19.37	21.67	24.03	34.24	0.70
Former Freelancer	484,121	17.27	34.59	27.71	19.40	1.03	13.20	18.74	31.98	35.02	1.05
Withdrawn Entrepreneur	627,661	23.01	45.53	19.61	8.95	2.89	16.32	27.01	40.67	12.95	3.05
Non-Entrepreneur	2,081,330	15.68	38.92	31.19	13.69	0.51	13.53	27.61	33.13	24.34	1.39
Region											
Indianapolis MSA	1,648,425	19.84	35.01	27.26	16.73	1.15	16.18	24.51	32.71	24.98	1.62
Balance of State	3,393,415	19.30	38.40	27.85	13.20	1.25	16.30	26.09	31.68	24.03	1.89
Racial Group											
Hispanic, any race	518,354	24.05	43.30	18.95	11.41	2.29	18.42	34.05	29.64	14.85	3.03
White, Non-Hispanic	3,520,002	17.21	36.60	29.66	15.64	0.89	14.06	23.04	33.90	27.55	1.45
Black, Non-Hispanic	637,722	27.32	32.29	27.73	11.01	1.64	25.67	27.53	27.73	16.57	2.50
Other, Non-Hispanic*	204,135	25.06	43.76	17.15	10.81	3.21	19.04	32.10	27.02	18.87	2.96

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.119** [PE\_COVIDCONCERN, PE\_COVIDCONCERN]

The COVID-19 pandemic has affected people differently. Are you very concerned, somewhat concerned, not that concerned or not at all concerned about...?

Characteristic	Population Estimate	Percentage Reported									
		C. "Your ability to get or maintain a well-paying job to take care of you and your family"					D. "Your ability to network and be successful in the current economic climate"				
		Very concerned	Somewhat concerned	Not that concerned	Not at all concerned	Refused/ Don't know	Very concerned	Somewhat concerned	Not that concerned	Not at all concerned	Refused/ Don't know
Overall											
Total	5,041,840	16.72	24.44	30.18	26.89	1.77	15.77	32.02	28.56	21.96	1.69
Entrepreneurial Pathway											
Current Business Owner	615,922	16.91	25.07	29.02	26.11	2.89	18.12	35.00	24.69	19.46	2.72
Current Freelancer	554,590	22.25	31.65	25.18	19.43	1.49	17.44	37.90	23.23	19.71	1.71
Nascent Entrepreneur	253,254	25.94	23.66	27.61	19.17	3.63	23.58	31.64	26.02	14.94	3.82
Former Business Owner	424,961	17.12	17.24	31.66	32.62	1.36	18.52	31.91	14.76	33.72	1.09
Former Freelancer	484,121	15.03	25.61	30.57	27.74	1.05	13.30	29.62	26.65	29.22	1.21
Withdrawn Entrepreneur	627,661	15.02	34.20	31.35	15.89	3.54	18.86	40.65	25.23	11.97	3.28
Non-Entrepreneur	2,081,330	14.90	20.68	31.42	32.00	1.01	12.76	27.59	35.70	23.07	0.88
Region											
Indianapolis MSA	1,648,425	17.66	23.34	30.07	27.22	1.71	15.43	31.24	30.16	21.43	1.75
Balance of State	3,393,415	16.27	24.97	30.23	26.73	1.80	15.94	32.40	27.79	22.22	1.66
Racial Group											
Hispanic, any race	518,354	17.14	34.27	25.72	19.43	3.44	15.83	34.38	30.38	16.13	3.28
White, Non-Hispanic	3,520,002	14.71	22.61	31.39	30.10	1.19	13.58	31.28	28.64	25.36	1.14
Black, Non-Hispanic	637,722	24.98	23.76	27.32	20.84	3.11	26.61	30.90	27.17	12.44	2.87
Other, Non-Hispanic*	204,135	26.71	26.46	32.32	10.92	3.59	19.63	42.67	21.95	12.16	3.59

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.


**TABLE A.120 [DEM\_STUDENT]**

**During the past week, were you enrolled in or taking courses at a college, university, or trade school?**

Characteristic	Population Estimate	Percentage Reported		
		Yes	No	Refused/ Don't know
Overall				
Total	5,041,840	8.09	90.64	1.27
Entrepreneurial Pathway				
Current Business Owner	615,922	15.48	81.41	3.12
Current Freelancer	554,590	5.31	93.66	1.03
Nascent Entrepreneur	253,254	20.65	77.82	1.53
Former Business Owner	424,961	6.37	93.21	0.42
Former Freelancer	484,121	2.61	96.35	1.03
Withdrawn Entrepreneur	627,661	12.38	84.68	2.94
Non-Entrepreneur	2,081,330	5.44	94.06	0.49
Region				
Indianapolis MSA	1,648,425	8.51	90.53	0.96
Balance of State	3,393,415	7.89	90.69	1.43
Racial Group				
Hispanic, any race	518,354	9.23	88.87	1.89
White, Non-Hispanic	3,520,002	5.77	93.05	1.18
Black, Non-Hispanic	637,722	14.60	84.10	1.29
Other, Non-Hispanic*	204,135	14.72	82.94	2.34

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.121** [DEM\_INSURA, DEM\_INSURB, DEM\_INSURC, DEM\_INSURD, DEM\_INSURE, DEM\_INSURF, DEM\_INSURG]

From any source, do you currently have:

Characteristic	Population Estimate	Percentage Reported "Yes"						
		Health insurance	Contributions to retirement plans, including 401(k), Keogh, etc.	Profit sharing and/or stock options	Paid holidays or vacation	Paid sick leave	Paid parental or family leave	Tuition assistance and/or reimbursement
Overall								
Total	5,041,840	87.17	48.55	19.29	45.97	35.79	25.65	19.40
Entrepreneurial Pathway								
Current Business Owner	615,922	85.24	49.15	23.23	40.12	35.76	29.25	19.94
Current Freelancer	554,590	85.94	45.94	16.89	27.94	23.59	17.58	13.28
Nascent Entrepreneur	253,254	83.86	55.26	23.09	56.37	47.67	28.59	30.56
Former Business Owner	424,961	87.13	37.80	20.46	43.36	31.05	16.80	11.45
Former Freelancer	484,121	86.62	54.96	19.45	53.50	42.65	29.49	23.48
Withdrawn Entrepreneur	627,661	87.11	46.68	17.74	51.25	41.85	29.60	29.87
Non-Entrepreneur	2,081,330	88.63	49.52	18.49	48.42	35.15	26.09	17.03
Region								
Indianapolis MSA	1,648,425	87.50	54.66	20.40	48.42	41.97	33.31	24.66
Balance of State	3,393,415	87.01	45.58	18.75	44.78	32.79	21.93	16.84
Racial Group								
Hispanic, any race	518,354	70.52	49.05	22.93	55.73	35.32	27.99	20.85
White, Non-Hispanic	3,520,002	91.15	48.34	17.31	45.06	35.49	23.90	17.35
Black, Non-Hispanic	637,722	79.15	44.55	22.60	40.49	39.13	32.14	24.95
Other, Non-Hispanic*	204,135	87.37	52.91	26.00	50.15	35.89	35.86	24.04

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.122**      **[DEM\_DEBT]**

**As of today, which of the following statements describes how manageable your household debt is?**

Characteristic	Population Estimate	Percentage Reported				
		Have a manageable amount of debt	Have a bit more debt than is manageable	Have far more debt than is manageable	Do not have any debt	Refused/ Don't know
Overall						
Total	5,041,840	48.82	19.70	12.06	18.22	1.20
Entrepreneurial Pathway						
Current Business Owner	615,922	52.93	17.34	9.53	18.16	2.04
Current Freelancer	554,590	44.11	21.31	14.97	18.65	0.96
Nascent Entrepreneur	253,254	52.65	19.14	15.37	11.55	1.29
Former Business Owner	424,961	50.66	16.67	14.24	18.01	0.42
Former Freelancer	484,121	48.11	14.75	12.90	23.34	0.91
Withdrawn Entrepreneur	627,661	48.99	25.47	10.68	12.12	2.74
Non-Entrepreneur	2,081,330	48.13	20.07	11.40	19.62	0.77
Region						
Indianapolis MSA	1,648,425	47.84	19.31	10.97	20.91	0.97
Balance of State	3,393,415	49.30	19.89	12.59	16.91	1.31
Racial Group						
Hispanic, any race	518,354	41.64	23.80	12.24	20.56	1.76
White, Non-Hispanic	3,520,002	51.28	17.50	11.71	18.51	1.01
Black, Non-Hispanic	637,722	37.85	28.35	13.48	18.36	1.97
Other, Non-Hispanic*	204,135	53.60	20.31	11.92	12.45	1.73

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.123 [DEM\_RELAWN]****Do any of your immediate family members own a business?**

Characteristic	Population Estimate	Percentage Reported		
		Yes	No	Refused/ Don't know
Overall				
Total	5,041,840	14.87	83.70	1.43
Entrepreneurial Pathway				
Current Business Owner	615,922	30.90	66.17	2.93
Current Freelancer	554,590	13.95	84.76	1.29
Nascent Entrepreneur	253,254	20.85	77.81	1.34
Former Business Owner	424,961	3.93	95.65	0.42
Former Freelancer	484,121	13.45	84.07	2.48
Withdrawn Entrepreneur	627,661	22.18	75.22	2.59
Non-Entrepreneur	2,081,330	10.01	89.34	0.65
Region				
Indianapolis MSA	1,648,425	16.34	82.04	1.62
Balance of State	3,393,415	14.16	84.50	1.34
Racial Group				
Hispanic, any race	518,354	16.28	81.06	2.66
White, Non-Hispanic	3,520,002	12.83	85.94	1.22
Black, Non-Hispanic	637,722	19.16	79.46	1.38
Other, Non-Hispanic*	204,135	30.38	66.44	3.18

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.124** [DEM\_EDU\_PUF]

**What is the highest degree or level of school you have completed?**

Characteristic	Population Estimate	Percentage Reported				
		High school or less	Some college or associates	Bachelors	Graduate degree	Refused/ Don't know
Overall						
Total	5,041,840	36.18	31.38	19.13	12.07	1.23
Entrepreneurial Pathway						
Current Business Owner	615,922	27.45	27.65	24.47	17.73	2.70
Current Freelancer	554,590	37.58	30.68	17.86	13.00	0.88
Nascent Entrepreneur	253,254	24.80	35.17	36.10	3.05	0.88
Former Business Owner	424,961	35.02	40.43	10.52	12.89	1.15
Former Freelancer	484,121	21.45	33.88	17.88	25.79	1.00
Withdrawn Entrepreneur	627,661	28.07	36.32	21.97	10.91	2.74
Non-Entrepreneur	2,081,330	45.68	28.39	16.94	8.44	0.55
Region						
Indianapolis MSA	1,648,425	32.07	29.32	21.68	15.81	1.12
Balance of State	3,393,415	38.26	32.43	17.84	10.17	1.29
Racial Group						
Hispanic, any race	518,354	52.46	28.94	7.83	7.91	2.86
White, Non-Hispanic	3,520,002	32.42	30.35	22.64	13.59	1.00
Black, Non-Hispanic	637,722	45.23	37.28	9.82	6.31	1.37
Other, Non-Hispanic*	204,135	44.63	38.17	12.66	2.30	2.23

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. Some responses were suppressed to ensure the protection of identifiable information. Suppressed values were omitted from table calculations.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.125 [DEM\_MARITAL\_PUF]**

**What is your current marital status?**

Characteristic	Population Estimate	Percentage Reported					
		Married	Widowed	Divorced or separated	Single	Co-habiting	Refused/ Don't know
Overall							
Total	5,041,840	54.81	3.73	12.48	21.18	6.44	1.36
Entrepreneurial Pathway							
Current Business Owner	615,922	56.71	2.27	11.39	19.53	6.62	3.47
Current Freelancer	554,590	48.16	1.02	9.44	28.49	12.08	0.81
Nascent Entrepreneur	253,254	58.41	2.65	13.16	19.57	4.93	1.27
Former Business Owner	424,961	56.38	2.52	21.37	12.90	6.39	0.43
Former Freelancer	484,121	69.07	0.88	10.63	14.04	4.41	0.97
Withdrawn Entrepreneur	627,661	53.74	3.35	6.88	25.63	7.34	3.06
Non-Entrepreneur	2,081,330	52.04	6.05	13.79	22.12	5.37	0.63
Region							
Indianapolis MSA	1,648,425	49.86	3.69	13.53	23.31	8.40	1.22
Balance of State	3,393,415	57.30	3.74	11.95	20.11	5.46	1.43
Racial Group							
Hispanic, any race	518,354	51.49	0.22	8.37	28.71	8.02	3.19
White, Non-Hispanic	3,520,002	59.92	4.29	13.20	15.94	5.71	0.94
Black, Non-Hispanic	637,722	29.41	4.24	13.98	40.76	9.36	2.24
Other, Non-Hispanic*	204,135	51.64	1.59	5.33	31.70	7.57	2.17

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. Some responses were suppressed to ensure the protection of identifiable information. Suppressed values were omitted from table calculations.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.126**      **[DEM\_HOUSEHOLD]**

**Who lives in your household? Only count people who live with you at least 50% of the time.**

Characteristic	Population Estimate	Percentage Reported			
		Live alone	With spouse or partner	With children	With other family
Overall					
Total	4,275,561	17.13	61.89	44.39	11.47
Entrepreneurial Pathway					
Current Business Owner	529,060	13.96	63.99	47.40	11.12
Current Freelancer	473,924	13.65	65.31	45.21	13.86
Nascent Entrepreneur	225,968	9.91	64.90	44.58	10.45
Former Business Owner	296,991	26.65	58.00	34.14	13.25
Former Freelancer	432,402	15.47	71.66	40.59	10.16
Withdrawn Entrepreneur	501,771	16.33	62.56	50.95	11.80
Non-Entrepreneur	1,815,446	18.93	58.13	44.04	11.01
Region					
Indianapolis MSA	1,460,273	17.30	58.50	39.96	13.65
Balance of State	2,815,289	17.05	63.64	46.69	10.34
Racial Group					
Hispanic, any race	472,911	10.92	53.62	58.27	24.90
White, Non-Hispanic	2,928,449	17.08	67.97	42.27	8.52
Black, Non-Hispanic	578,154	24.99	41.10	39.60	15.25
Other, Non-Hispanic*	192,408	11.48	55.11	49.67	14.84

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.127** [DEM\_NUMCHILD\_PUF\_IN, DEM\_HOUSECHILDA\_PUF\_IN, DEM\_HOUSECHILDB\_PUF\_IN]

Derived variables: Children in household [SHOW IF DEM\_HOUSEHOLD = 4 OR 6]

Characteristic	Population Estimate	Percentage Reported									
		Number or Children in Household				A. Under 5 years			B. 5-17 years old		
		No children reported	1 child	2 or more children	Refused/ Don't know	No children in this age group	1 or more children in this age group	Refused/ Don't know	No children in this age group	1 or more children in this age group	Refused/ Don't know
Overall											
Total	5,041,840	62.30	13.15	21.99	2.56	68.82	12.50	18.68	65.35	19.47	15.18
Entrepreneurial Pathway											
Current Business Owner	615,922	59.98	18.21	16.54	5.26	68.01	16.06	15.93	62.87	25.24	11.90
Current Freelancer	554,590	59.77	10.61	27.67	1.95	65.68	16.60	17.72	64.10	20.64	15.26
Nascent Entrepreneur	253,254	68.52	10.80	16.82	3.86	74.23	14.17	11.59	70.10	15.54	14.36
Former Business Owner	424,961	72.80	8.58	16.79	1.82	74.58	2.71	22.71	73.17	10.53	16.30
Former Freelancer	484,121	63.74	12.33	22.10	1.82	70.03	8.44	21.53	66.25	15.62	18.12
Withdrawn Entrepreneur	627,661	50.87	14.68	31.00	3.45	56.93	16.18	26.89	55.63	19.86	24.51
Non-Entrepreneur	2,081,330	63.87	13.27	21.04	1.82	71.37	11.98	16.65	66.95	20.53	12.52
Region											
Indianapolis MSA	1,648,425	67.29	10.98	18.69	3.04	72.78	12.98	14.24	69.55	19.95	10.50
Balance of State	3,393,415	59.88	14.19	23.59	2.33	66.89	12.26	20.84	63.31	19.24	17.46
Racial Group											
Hispanic, any race	518,354	54.00	16.39	24.74	4.87	58.48	17.31	24.21	55.92	33.67	10.41
White, Non-Hispanic	3,520,002	64.23	12.81	21.06	1.90	70.78	10.72	18.50	67.14	16.51	16.35
Black, Non-Hispanic	637,722	61.48	14.07	20.55	3.90	69.25	15.70	15.05	64.31	23.35	12.35
Other, Non-Hispanic*	204,135	51.05	14.60	29.38	4.97	61.24	19.75	19.01	59.83	25.93	14.25

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.128** [DEM\_NUMCHILD\_PUF\_IN, DEM\_HOUSECHILDA\_PUF\_IN, DEM\_HOUSECHILDB\_PUF\_IN]

Derived variables: Children in household [SHOW IF DEM\_HOUSEHOLD = 4 OR 6]

Characteristic	Population Estimate	Percentage Reported		
		No	Yes	Refused/ Don't know
Overall				
Total	5,041,840	89.03	9.62	1.35
Entrepreneurial Pathway				
Current Business Owner	615,922	86.41	10.28	3.31
Current Freelancer	554,590	92.17	6.89	0.94
Nascent Entrepreneur	253,254	78.13	20.54	1.34
Former Business Owner	424,961	81.80	16.67	1.53
Former Freelancer	484,121	87.23	11.99	0.78
Withdrawn Entrepreneur	627,661	89.20	7.83	2.97
Non-Entrepreneur	2,081,330	92.13	7.37	0.50
Region				
Indianapolis MSA	1,648,425	90.15	8.56	1.29
Balance of State	3,393,415	88.49	10.13	1.38
Racial Group				
Hispanic, any race	518,354	84.69	12.03	3.28
White, Non-Hispanic	3,520,002	89.66	9.38	0.95
Black, Non-Hispanic	637,722	89.76	8.03	2.22
Other, Non-Hispanic*	204,135	91.88	6.39	1.73

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.



**TABLE A.129**      **[DEM\_CITIZEN\_DRV]**

**Derived variable: Citizenship Status**

Characteristic	Population Estimate	Percentage Reported			
		U.S. citizen, born in the U.S.	U.S. citizen, born outside the U.S.	Not a U.S. citizen	Refused/ Don't know
Overall					
Total	5,041,840	94.20	2.46	1.66	1.68
Entrepreneurial Pathway					
Current Business Owner	615,922	93.61	1.96	1.12	3.30
Current Freelancer	554,590	96.91	1.21	0.91	0.97
Nascent Entrepreneur	253,254	89.01	5.38	4.43	1.18
Former Business Owner	424,961	97.18	1.92	0.19	0.72
Former Freelancer	484,121	94.67	0.59	0.80	3.93
Withdrawn Entrepreneur	627,661	91.54	1.44	3.76	3.26
Non-Entrepreneur	2,081,330	94.36	3.42	1.55	0.67
Region					
Indianapolis MSA	1,648,425	92.45	3.89	2.51	1.15
Balance of State	3,393,415	95.05	1.76	1.25	1.94
Racial Group					
Hispanic, any race	518,354	75.03	8.60	9.26	7.10
White, Non-Hispanic	3,520,002	98.10	0.88	0.10	0.92
Black, Non-Hispanic	637,722	92.69	4.01	1.79	1.52
Other, Non-Hispanic*	204,135	91.05	3.93	3.16	1.87

Notes: \*Other, Non-Hispanic racial group category includes those who self-reported as Non-Hispanic Asian, Non-Hispanic multi-racial, and Non-Hispanic Other. For racial group distributions, 55 respondents are omitted from calculations because they declined to report their race or because their race was suppressed to ensure the protection of identifiable information. Some responses were suppressed to ensure the protection of identifiable information. Suppressed values were omitted from table calculations.

Source: NORC, Entrepreneurship in the Population: Indiana Survey, 2023.