



C2 Your Health Women's Initiative Inc.  
2019 Women's Entrepreneur Summit Market Survey

2019 Women Summit Market Survey Analysis				
Question	Keys	Participants RSVP	Actual	Percentage
Overall attendance	Number	103	106	102.9
<b>Survey supplied</b>	<b>Number</b>	<b>106</b>	<b>0</b>	<b>0.0</b>
Survey Returned	Number	106	53	50.0
Gender	Male	53	0	0.0
	Female	53	53	100.0
	Transgender/LGBTQ	53	0	0.0
	No Response	53	0	0.0
	<b>TOTAL</b>		<b>53</b>	
Status	Married with children	53	9	17.0
	Married no children	53	13	24.5
	Divorced	53	1	1.9
	empty nester	53	3	5.7
	Senior	53	5	9.4
	single with children	53	12	22.6
	single with no children	53	9	17.0
	No response	53	1	1.9
	<b>TOTAL</b>		<b>53</b>	
q3 Own Home	Yes	53	31	58.5
	No	53	20	37.7
	No response	53	2	3.8
	<b>TOTAL</b>		<b>53</b>	
Q4 Age	Teenage 13-17	53	0	0.0
	College 18-22	53	0	0.0
	Young adult 23-35	53	10	18.9
	Adult 36-55	53	28	52.8
	Senior 56-75	53	15	28.3
	Adult 76+	53	0	0.0
	No Response	53	0	0.0

	TOTAL		53	
Q5 How learn about summit	Email	53	3	5.7
	Facebook	53	14	26.4
	Friend	53	28	52.8
	Internet	53	5	9.4
	Radio	53	0	0.0
	Website	53	1	1.9
	TV	53	0	0.0
	Pinterest	53	0	0.0
	Flier	53	0	0.0
	Twitter	53	0	0.0
	Website	53	1	1.9
	Former speaker	53	1	1.9
	Other	53	1	1.9
	LinkedIn	53	0	0.0
	No response	53	0	0.0
	TOTAL		53	
Q6 Household income	Under \$25K	53	9	17.0
	\$26K-\$50K	53	15	28.3
	\$51K-\$100K	53	20	37.7
	\$101K+	53	7	13.2
	No Response	53	2	3.8
	TOTAL			
Q7 Ethnicity	Asian	53	1	1.9
	Caucasian	53	23	43.4
	African American	53	24	45.3
	Hispanic/Latino	53	1	1.9
	Native American	53	1	1.9
	Pacific Islander	53	0	0.0
	Other	53	2	3.8
	No Response	53	0	0.0
	Mixed Race	53	1	1.9
	TOTAL			
Q8 Educ level	Trade/tech training	53	1	1.9
	High School Grad	53	4	7.5
	Some High School	53	0	0.0
	Undergraduate	53	17	32.1
	Some College	53	15	28.3
	Grad/Post Grad	53	15	28.3

	No Response	53	1	1.9
	<b>TOTAL</b>			
Q9a Plan to start Business	Yes	53	17	32.1
	No	53	26	49.1
	No Response	53	10	18.9
	<b>TOTAL</b>			
Q9b Business Owner	Yes	53	39	73.6
	No	53	9	17.0
	No Response	53	5	9.4
	<b>TOTAL</b>			
Q9c Work for someone	Yes	53	20	37.7
	No	53	25	47.2
	No Response	53	8	15.1
	<b>TOTAL</b>			
Q9e of 9 b Biz Ownership time	1-5yrs	53	27	50.9
	6-10yrs	53	7	13.2
	Other	53	5	9.4
	No Response	53	14	26.4
	<b>TOTAL</b>			
Q10 of 9 b # of employees	1-20	53	34	64.2
	20-100	53	1	1.9
	100-200	53	0	0.0
	No Response	53	12	22.6
	None	53	5	9.4
	Other	53	1	1.9
	<b>TOTAL</b>			
Regional Representation	Berrien	53	3	5.7
	Cass	53	2	3.8
	Elkhart	53	2	3.8
	Hamilton	53	1	1.9
	Huntington	53	1	1.9
	La Porte	53	3	5.7
	Plymouth	53	1	1.9
	St. Joseph	53	40	75.5