

Q1 Name

Answered: 103 Skipped: 0

Q2 Address

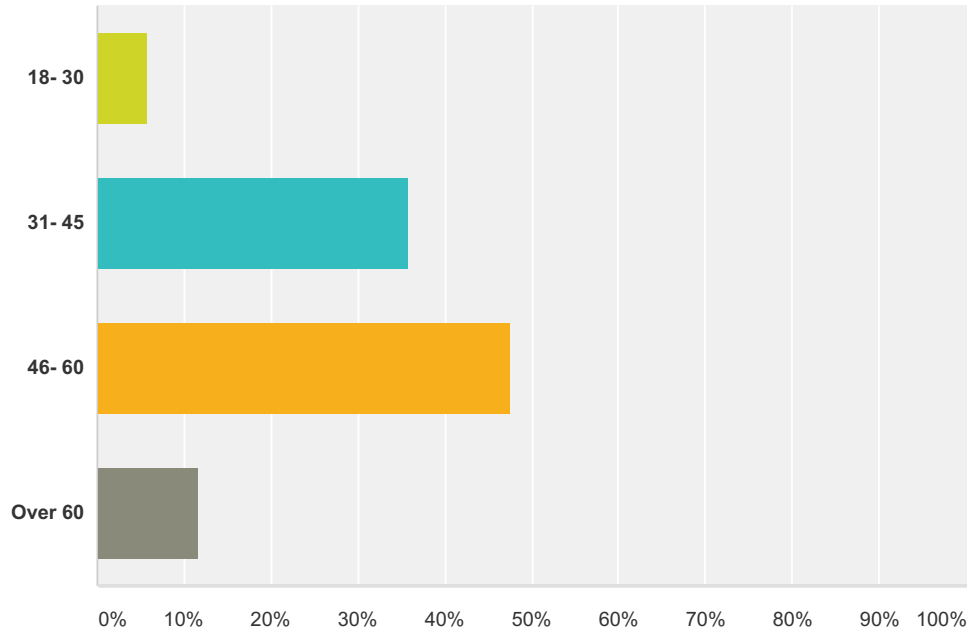
Answered: 103 Skipped: 0

Q3 Business Name (if applicable)

Answered: 91 Skipped: 12

Q4 Age

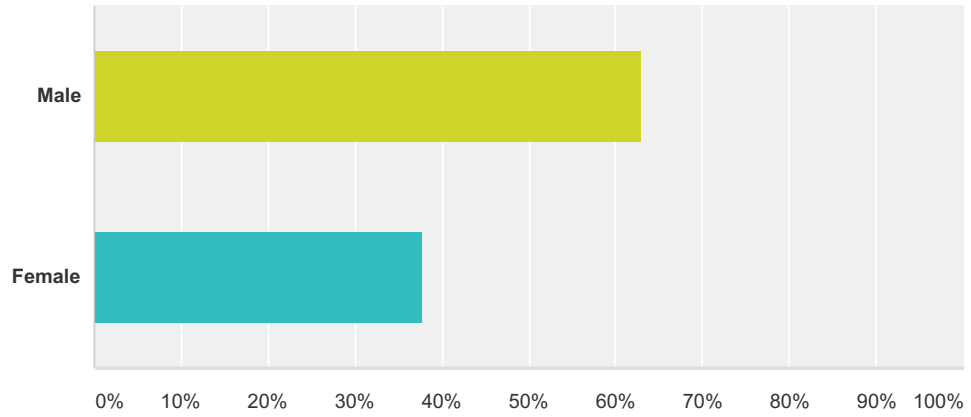
Answered: 103 Skipped: 0



Answer Choices	Responses	Count
18-30	5.83%	6
31-45	35.92%	37
46-60	47.57%	49
Over 60	11.65%	12
Total Respondents: 103		

Q5 Gender

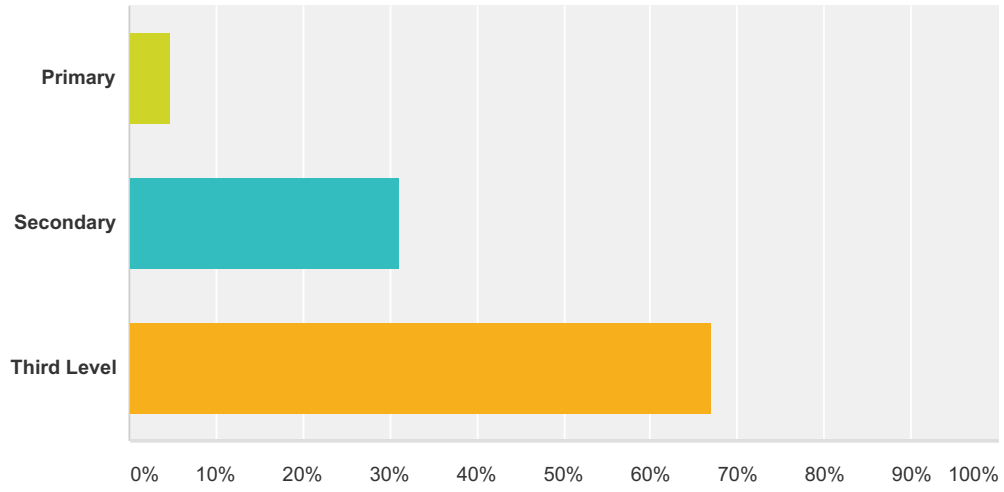
Answered: 103 Skipped: 0



Answer Choices	Responses
Male	63.11% 65
Female	37.86% 39
Total Respondents: 103	

Q6 Level of Education

Answered: 103 Skipped: 0



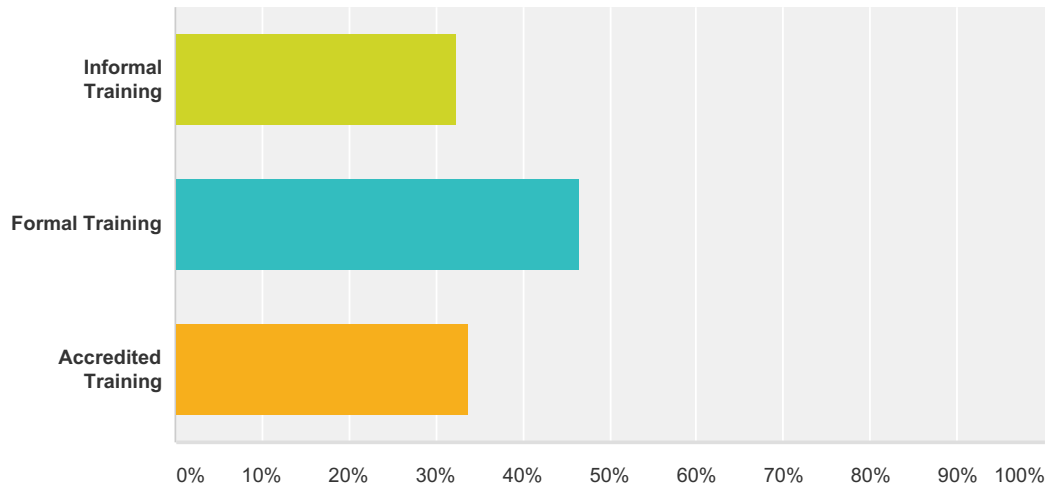
Answer Choices	Responses
Primary	4.85% 5
Secondary	31.07% 32
Third Level	66.99% 69
Total Respondents: 103	

**Q7 Have you recieved any full time or part
time training in business?**

Answered: 103 Skipped: 0

Q8 If Yes, What level of training have you received?

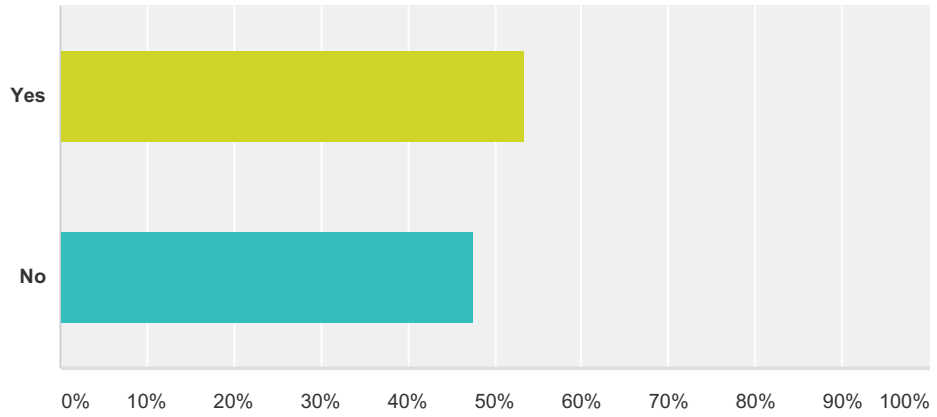
Answered: 71 Skipped: 32



Answer Choices	Responses	
Informal Training	32.39%	23
Formal Training	46.48%	33
Accredited Training	33.80%	24
Total Respondents: 71		

Q9 Are you a farmer?

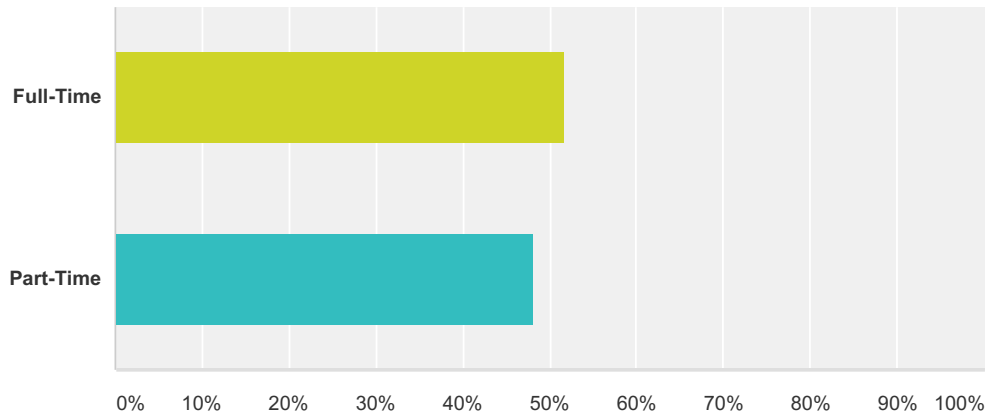
Answered: 103 Skipped: 0



Answer Choices	Responses	
Yes	53.40%	55
No	47.57%	49
Total Respondents: 103		

Q10 If Yes, Would you consider yourself a Full-Time or Part-Time farmer?

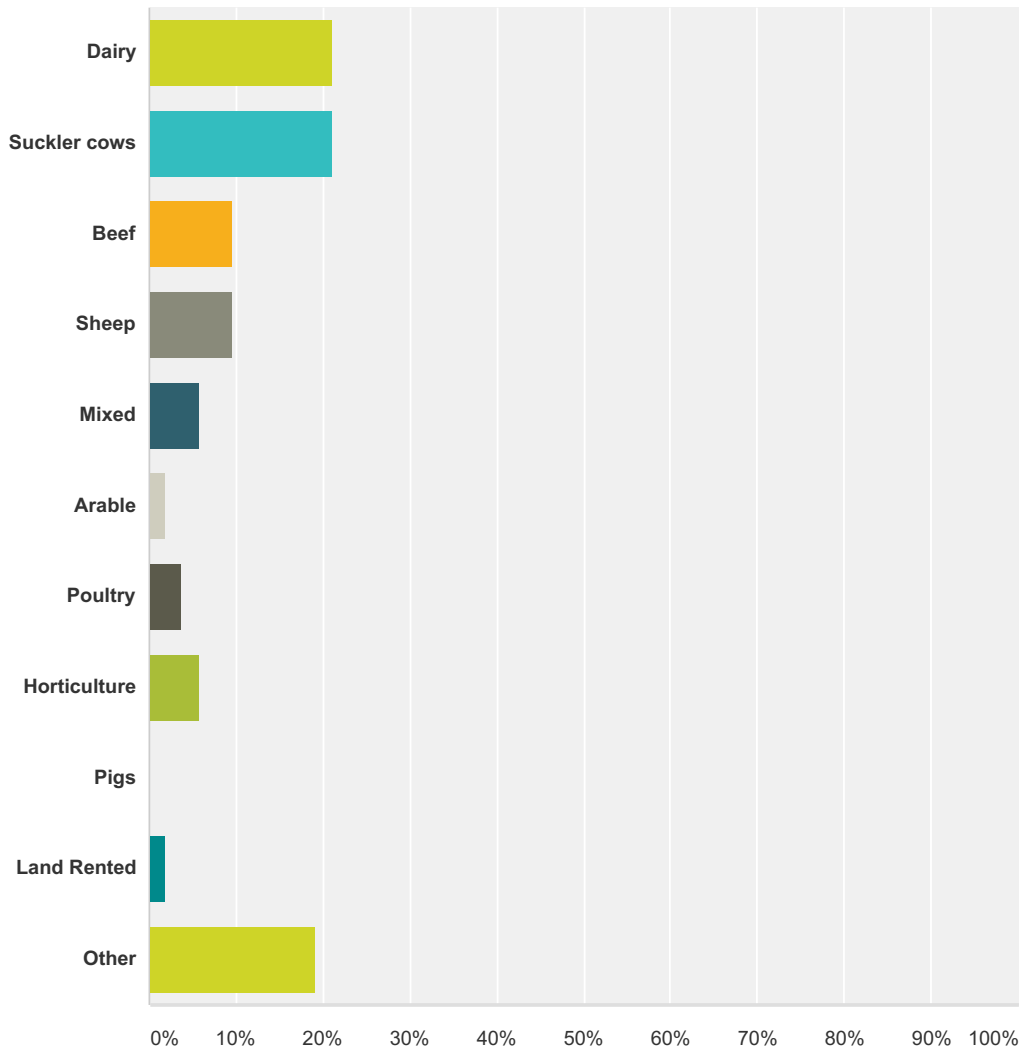
Answered: 54 Skipped: 49



Answer Choices	Responses	
Full-Time	51.85%	28
Part-Time	48.15%	26
Total		54

Q11 If Yes, What is your main enterprise?

Answered: 52 Skipped: 51



Answer Choices	Responses
Dairy	21.15% 11
Suckler cows	21.15% 11
Beef	9.62% 5
Sheep	9.62% 5
Mixed	5.77% 3
Arable	1.92% 1
Poultry	3.85% 2
Horticulture	5.77% 3
Pigs	0.00% 0

Rural Innovation Survey 2007-2015

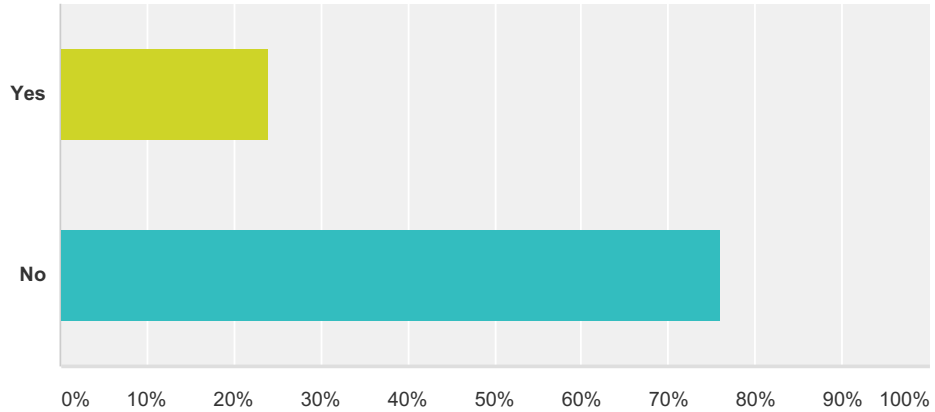
Land Rented	1.92%	1
Other	19.23%	10
Total		52

Q12 If No, What is your occupation?

Answered: 63 Skipped: 40

**Q13 Does the location of your business/ farm make it difficult to access supports?
 (Support refers to support from state agencies, local agencies, financial institutions, family and anything you may consider supportive to the development of your enterprise)**

Answered: 100 Skipped: 3



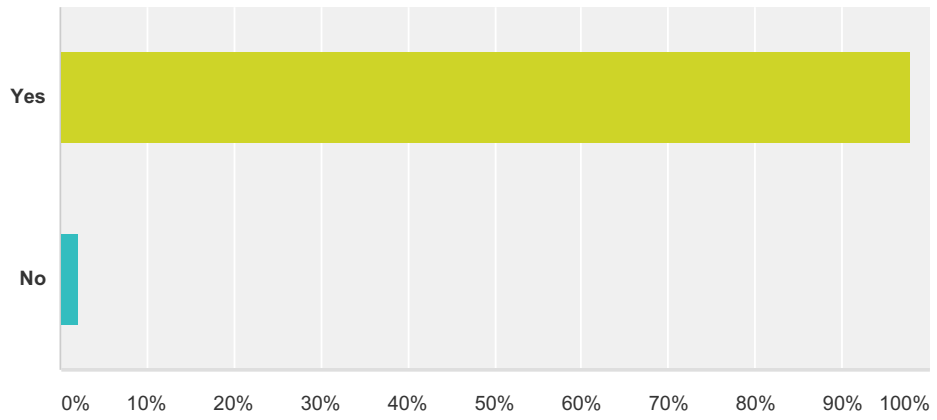
Answer Choices	Responses	
Yes	24.00%	24
No	76.00%	76
Total		100

Q14 If Yes, How did you overcome this difficulty?

Answered: 34 Skipped: 69

Q15 Do you think rural enterprises need specific supports?

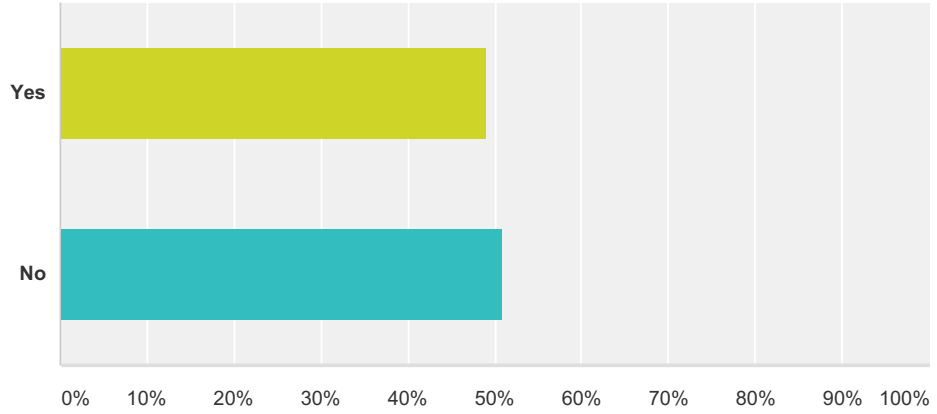
Answered: 100 Skipped: 3



Answer Choices	Responses
Yes	98.00% 98
No	2.00% 2
Total	100

Q16 Do you think it would have been easier to build your business in a more urban area?

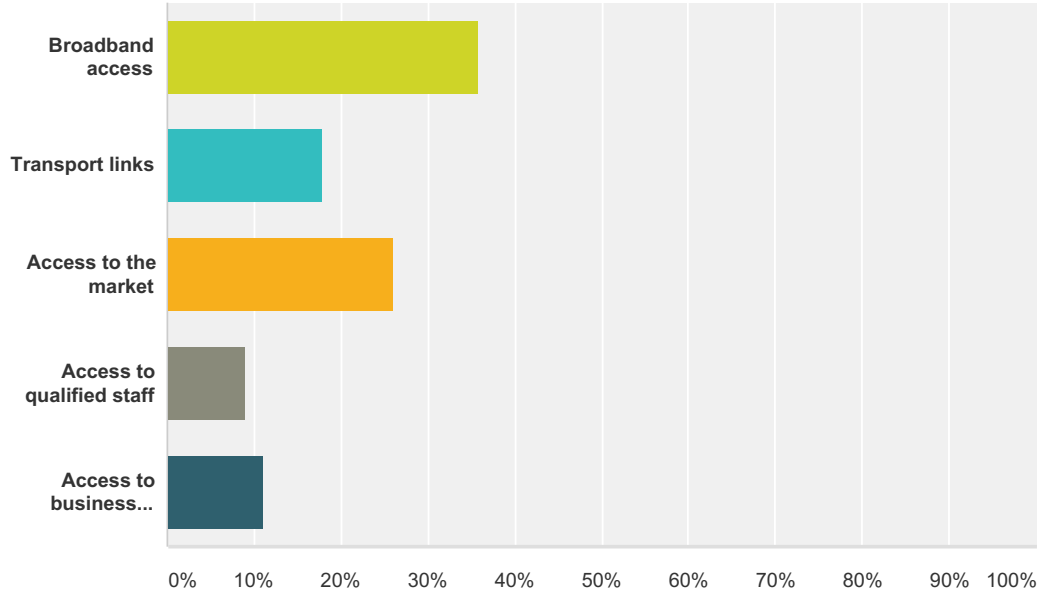
Answered: 100 Skipped: 3



Answer Choices	Responses
Yes	49.00% 49
No	51.00% 51
Total	100

Q17 What is the biggest advantage to developing a business in an urban area compared to a rural area?

Answered: 100 Skipped: 3



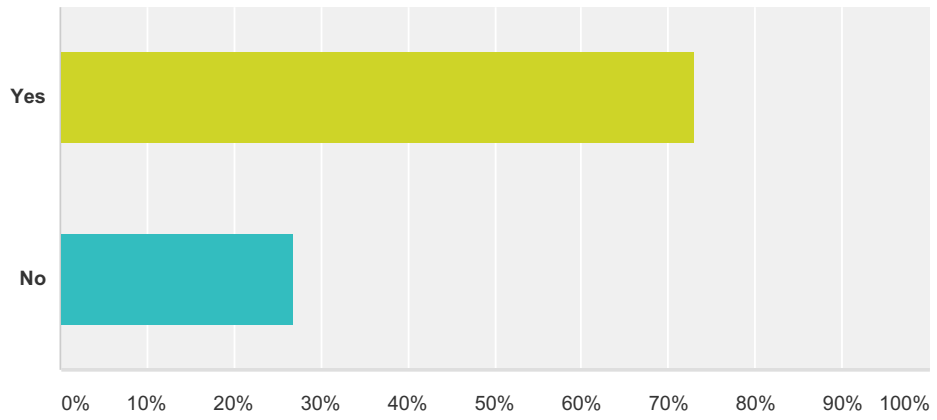
Answer Choices	Responses
Broadband access	36.00% 36
Transport links	18.00% 18
Access to the market	26.00% 26
Access to qualified staff	9.00% 9
Access to business supports	11.00% 11
Total	100

Q18 Do you think there are advantages to establishing and developing your business in a rural area?Please list.

Answered: 100 Skipped: 3

Q19 Do you worry about having a stable income?

Answered: 100 Skipped: 3



Answer Choices	Responses
Yes	73.00% 73
No	27.00% 27
Total	100

**Q20 What year(s) did you enter the Rural
Innovation Awards**

Answered: 95 Skipped: 8

Q21 What category of the innovation awards did you enter?

Answered: 95 Skipped: 8

Q22 What was the product or service entered into the Rural Innovation awards?

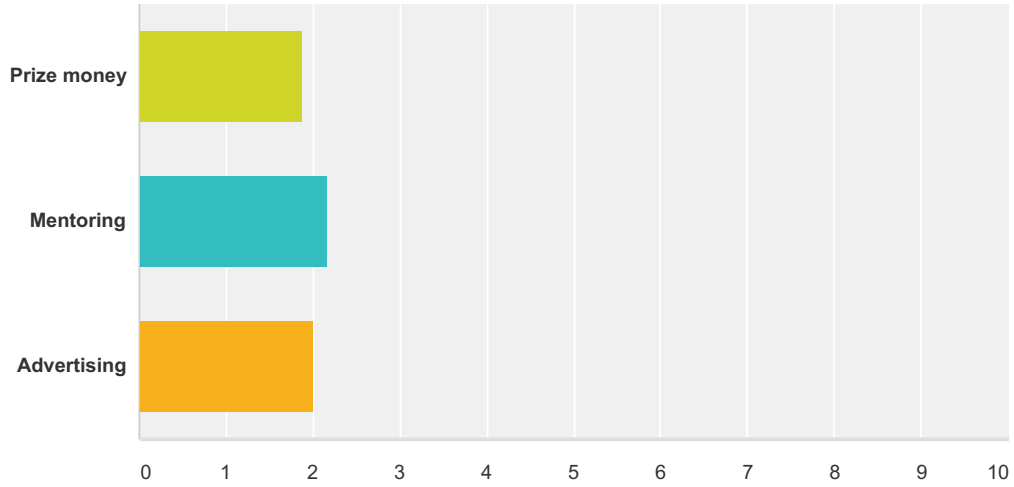
Answered: 95 Skipped: 8

Q23 What was the principle reason for entering the Rural Innovation awards?

Answered: 90 Skipped: 13

Q24 What were the main benefits to you, of participation in the Rural Innovation awards? (Rank 1 most important - 3 least important)

Answered: 90 Skipped: 13



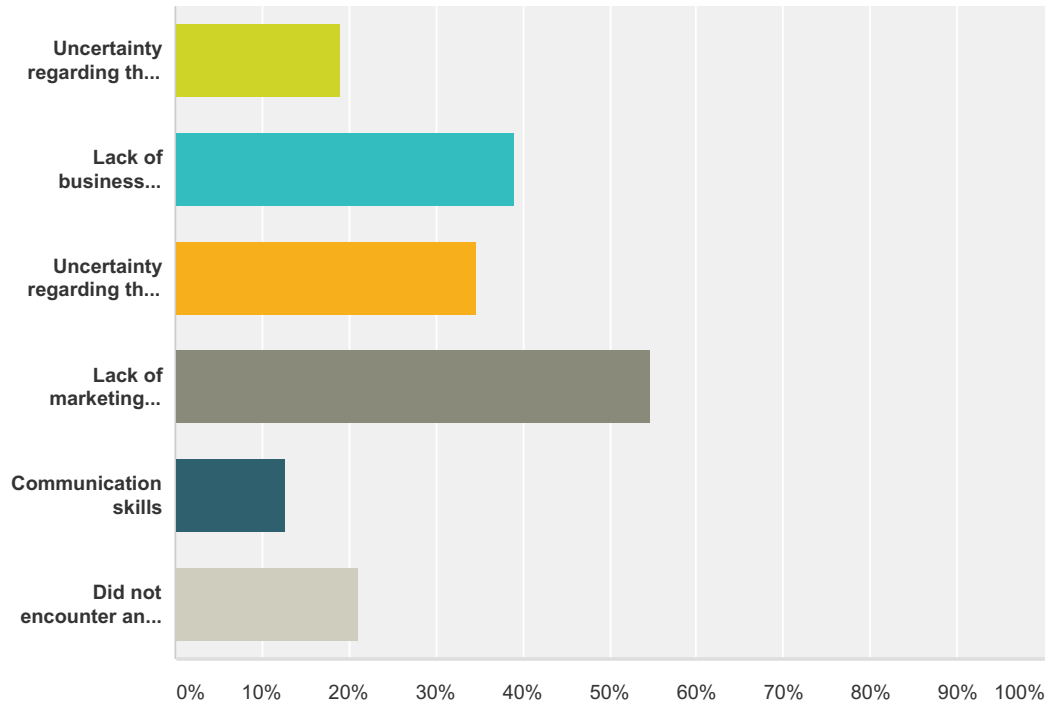
	1	2	3	Total	Score
Prize money	32.56% 28	23.26% 20	44.19% 38	86	1.88
Mentoring	42.86% 36	30.95% 26	26.19% 22	84	2.17
Advertising	30.00% 24	41.25% 33	28.75% 23	80	2.01

**Q25 Who / what encouraged you to enter
the Rural Innovation Awards?**

Answered: 89 Skipped: 14

Q26 What were the main challenges you encountered in developing the business idea which you entered in the Rural Innovation awards? (Tick all that apply)

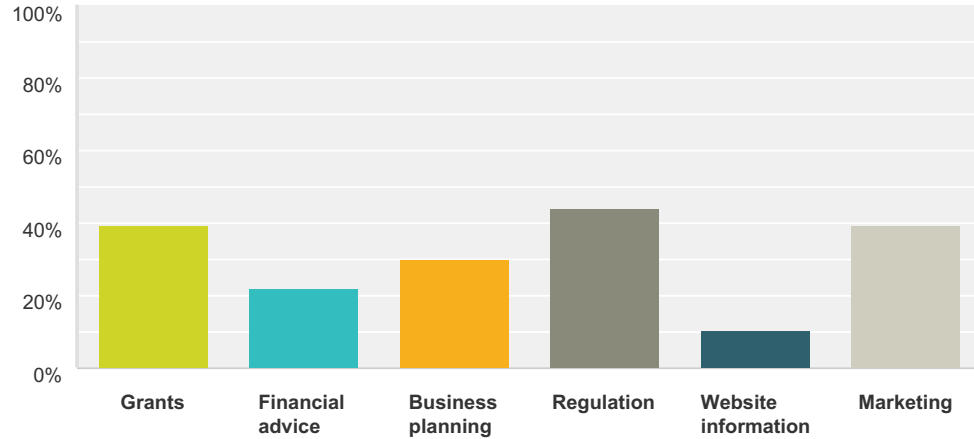
Answered: 95 Skipped: 8



Answer Choices	Responses
Uncertainty regarding the exact product or service that you were going to develop.	18.95% 18
Lack of business skills, experience and know how?	38.95% 37
Uncertainty regarding the demand for your product or service?	34.74% 33
Lack of marketing knowledge and skills?	54.74% 52
Communication skills	12.63% 12
Did not encounter any problems	21.05% 20
Total Respondents: 95	

Q27 What were the issues which you feel are most difficult to find information about when starting your business?

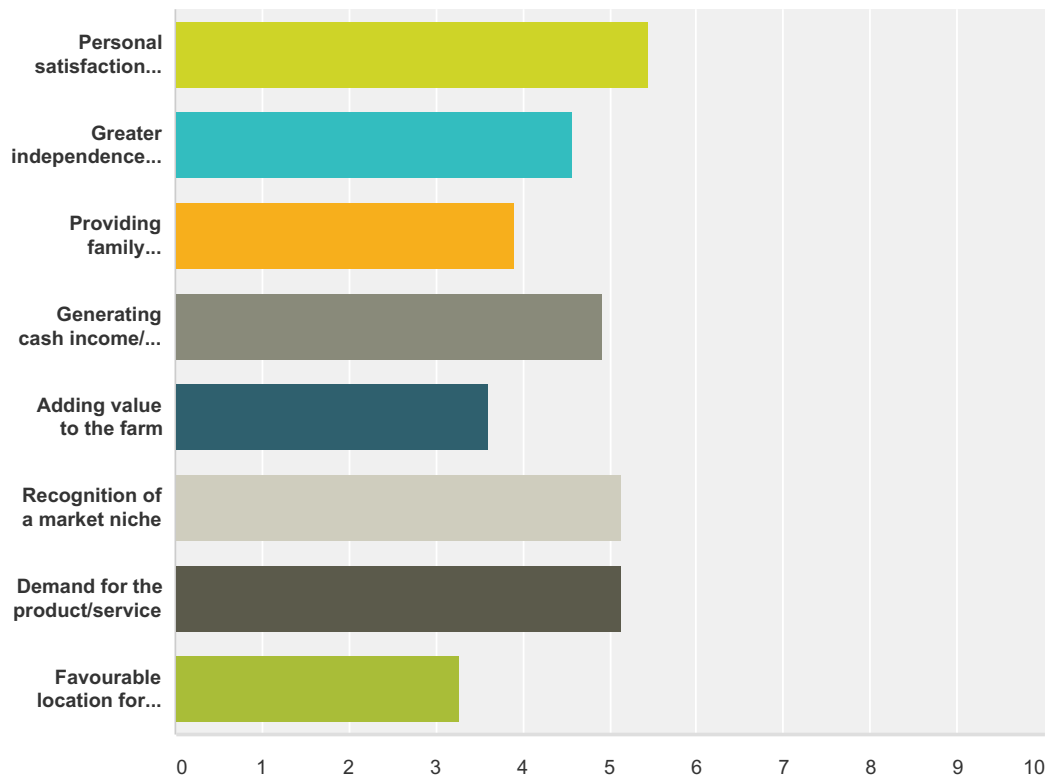
Answered: 86 Skipped: 17



Answer Choices	Responses	
Grants	39.53%	34
Financial advice	22.09%	19
Business planning	30.23%	26
Regulation	44.19%	38
Website information	10.47%	9
Marketing	39.53%	34
Total Respondents: 86		

Q28 In developing the businesses, which of the following factors were the most important to you? Please rank (1 being the most important – 8 the least important)

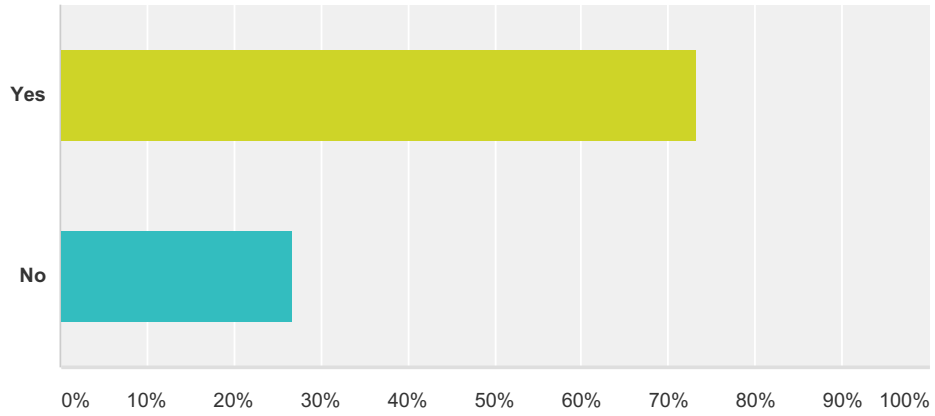
Answered: 90 Skipped: 13



	1	2	3	4	5	6	7	8	Total	Score
Personal satisfaction /enjoyment	27.78% 25	14.44% 13	13.33% 12	5.56% 5	10.00% 9	20.00% 18	4.44% 4	4.44% 4	90	5.44
Greater independence and freedom in working life	3.33% 3	18.89% 17	13.33% 12	16.67% 15	16.67% 15	11.11% 10	14.44% 13	5.56% 5	90	4.57
Providing family employment	11.11% 10	3.33% 3	6.67% 6	16.67% 15	13.33% 12	14.44% 13	23.33% 21	11.11% 10	90	3.90
Generating cash income/ increasing cash flow	13.33% 12	6.67% 6	21.11% 19	15.56% 14	20.00% 18	11.11% 10	10.00% 9	2.22% 2	90	4.93
Adding value to the farm	8.89% 8	6.67% 6	8.89% 8	16.67% 15	8.89% 8	5.56% 5	10.00% 9	34.44% 31	90	3.61
Recognition of a market niche	17.78% 16	18.89% 17	12.22% 11	7.78% 7	14.44% 13	15.56% 14	10.00% 9	3.33% 3	90	5.14
Demand for the product/service	11.11% 10	25.56% 23	13.33% 12	10.00% 9	13.33% 12	12.22% 11	11.11% 10	3.33% 3	90	5.13
Favourable location for providing the product/service	6.67% 6	5.56% 5	11.11% 10	11.11% 10	3.33% 3	10.00% 9	16.67% 15	35.56% 32	90	3.27

Q29 Did you develop a business from the idea you entered into the Rural Innovation awards?

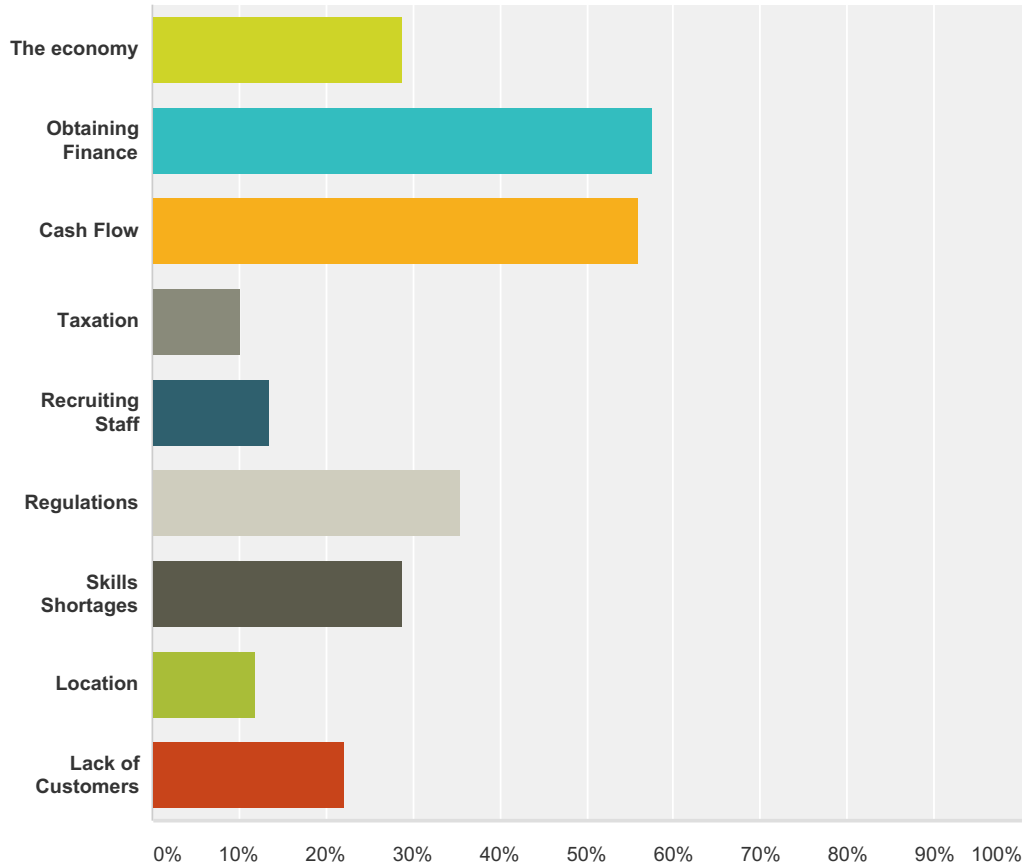
Answered: 90 Skipped: 13



Answer Choices	Responses
Yes	73.33% 66
No	26.67% 24
Total	90

Q30 (Yes) what were the main challenges you encountered in developing the actual business? (Tick all that apply)

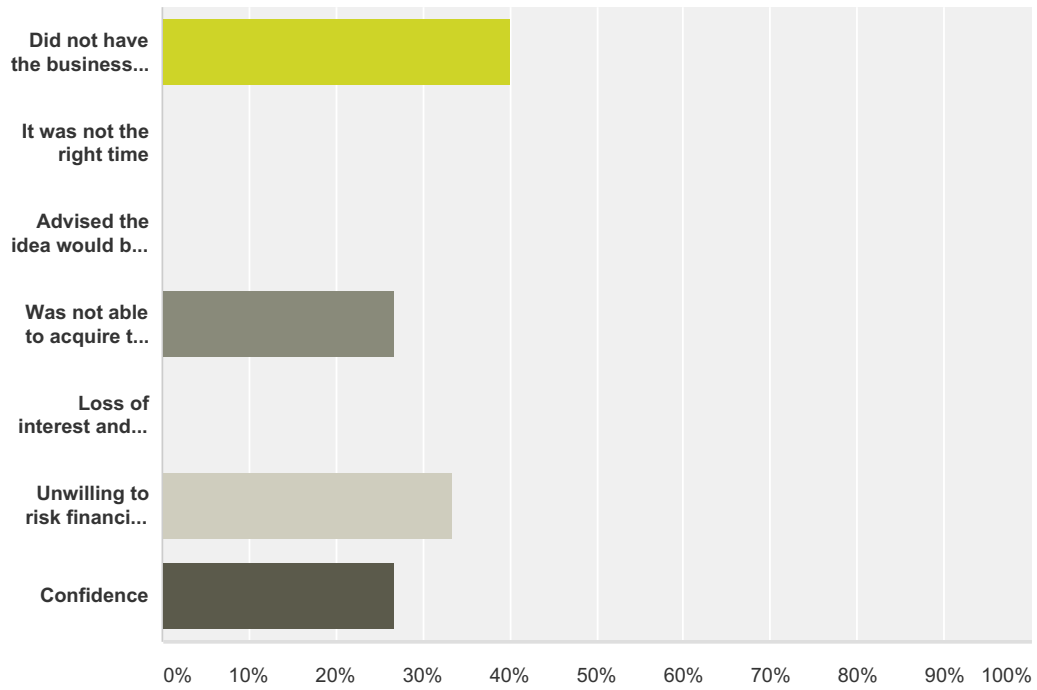
Answered: 59 Skipped: 44



Answer Choices	Responses
The economy	28.81% 17
Obtaining Finance	57.63% 34
Cash Flow	55.93% 33
Taxation	10.17% 6
Recruiting Staff	13.56% 8
Regulations	35.59% 21
Skills Shortages	28.81% 17
Location	11.86% 7
Lack of Customers	22.03% 13
Total Respondents: 59	

Q31 (No) Why did you not go on to develop a business from the idea?

Answered: 15 Skipped: 88



Answer Choices	Responses
Did not have the business skills to develop the business idea any further	40.00% 6
It was not the right time	0.00% 0
Advised the idea would be unmarketable	0.00% 0
Was not able to acquire the finances necessary to develop idea into a business	26.67% 4
Loss of interest and time	0.00% 0
Unwilling to risk financial stability	33.33% 5
Confidence	26.67% 4
Total Respondents: 15	

**Q32 Can you identify a specific challenge
you experienced in establishing your
business?**

Answered: 87 Skipped: 16

Q33 How did the Rural Innovation awards help you with this challenge?

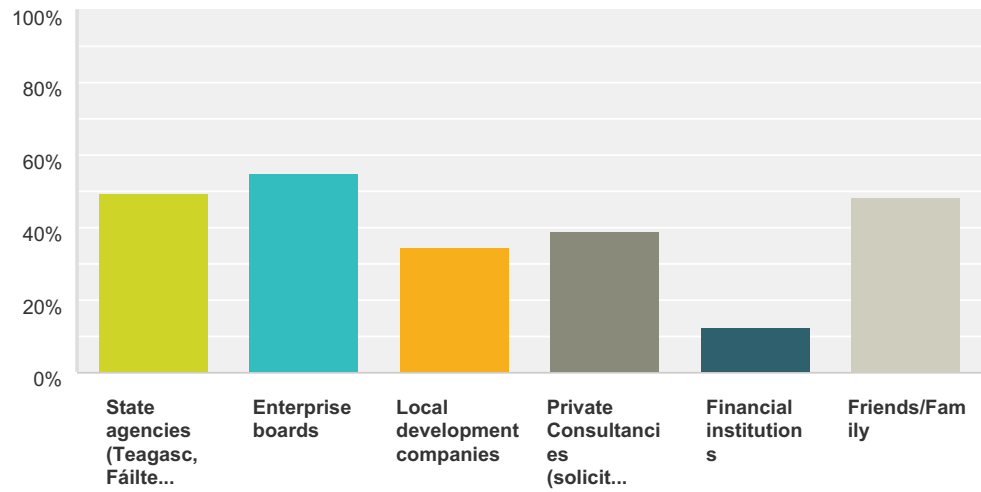
Answered: 76 Skipped: 27

**Q34 What agency/ person did you approach
to overcome these challenges?**

Answered: 71 Skipped: 32

Q35 When developing the business, where did you receive advice from?

Answered: 87 Skipped: 16



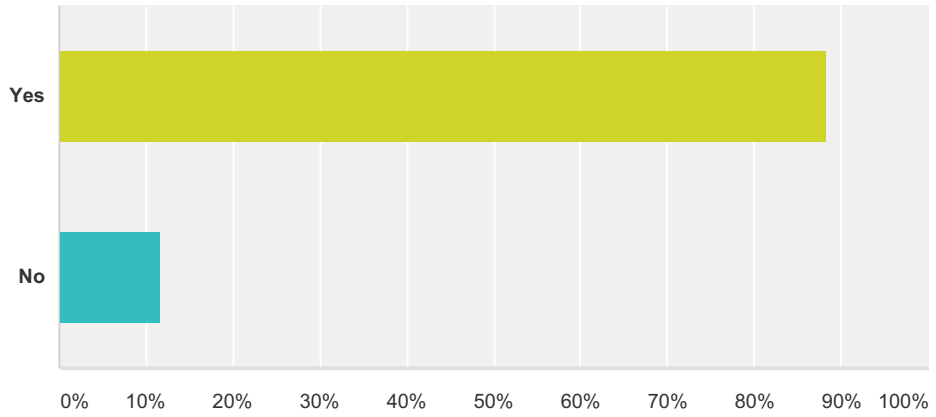
Answer Choices	Responses	
State agencies (Teagasc, Fáilte Ireland, Bord Bia, Enterprise Ireland, Government Dept.)	49.43%	43
Enterprise boards	55.17%	48
Local development companies	34.48%	30
Private Consultancies (solicitor, accountant)	39.08%	34
Financial institutions	12.64%	11
Friends/Family	48.28%	42
Total Respondents: 87		

Q36 What training do you think would be beneficial for any new entrants to business?

Answered: 72 Skipped: 31

Q37 Are you still in business?

Answered: 85 Skipped: 18



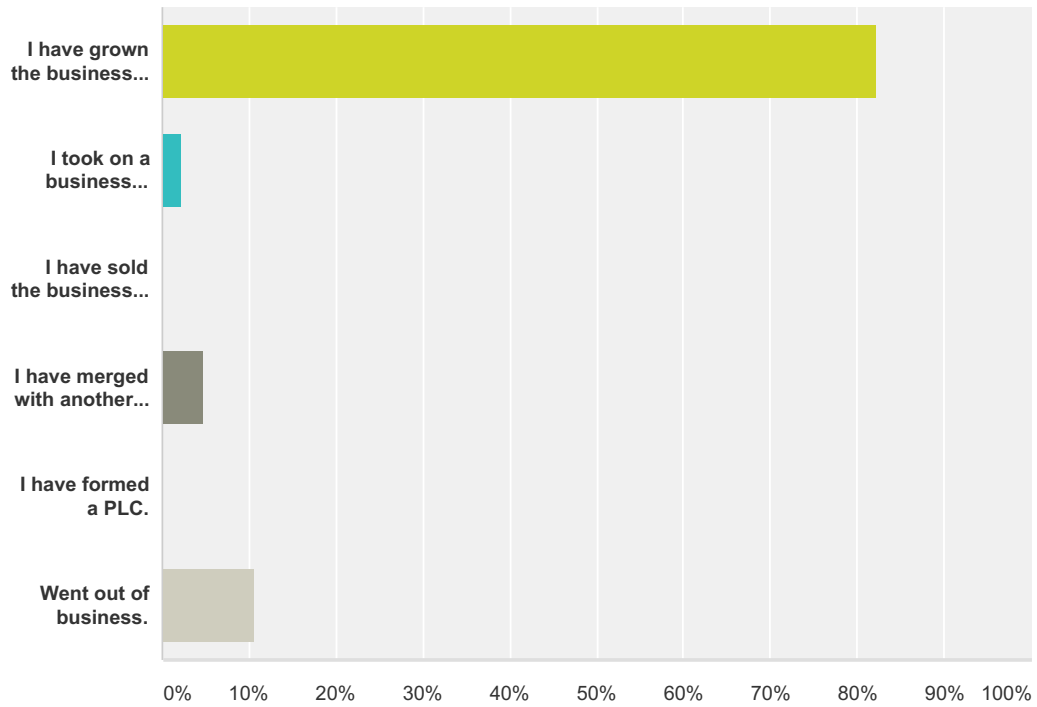
Answer Choices	Responses	
Yes	88.24%	75
No	11.76%	10
Total		85

Q38 If No, why not?

Answered: 27 Skipped: 76

Q39 Which of these best describe your current situation?

Answered: 85 Skipped: 18



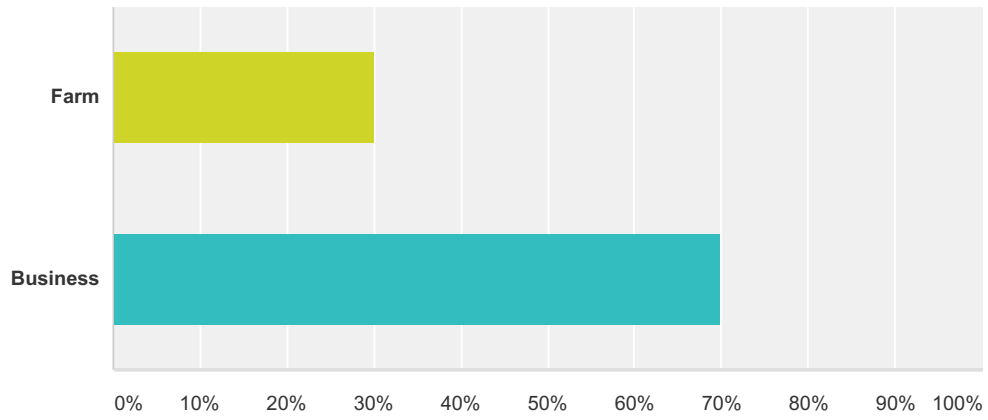
Answer Choices	Responses
I have grown the business myself.	82.35% 70
I took on a business partner.	2.35% 2
I have sold the business on.	0.00% 0
I have merged with another business.	4.71% 4
I have formed a PLC.	0.00% 0
Went out of business.	10.59% 9
Total	85

Q40 What were the key factors for the success of the business?

Answered: 72 Skipped: 31

Q41 Since entering the rural innovation awards, which is more successful?

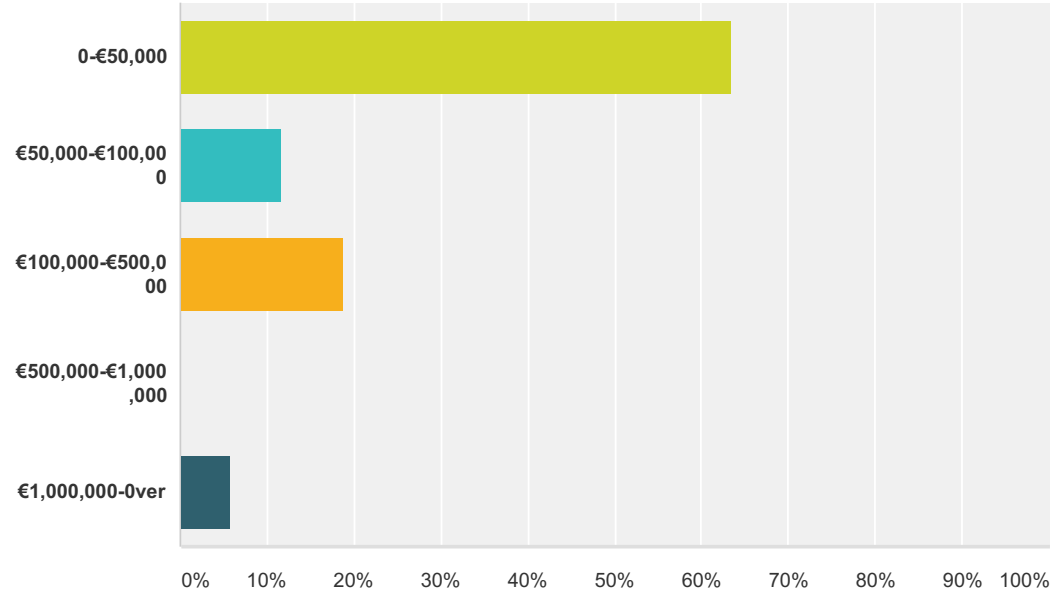
Answered: 70 Skipped: 33



Answer Choices	Responses	
Farm	30.00%	21
Business	70.00%	49
Total		70

Q42 Which option best reflects your business turnover from the year ending 2014?

Answered: 85 Skipped: 18



Answer Choices	Responses	
0-€50,000	63.53%	54
€50,000-€100,000	11.76%	10
€100,000-€500,000	18.82%	16
€500,000-€1,000,000	0.00%	0
€1,000,000-Over	5.88%	5
Total		85

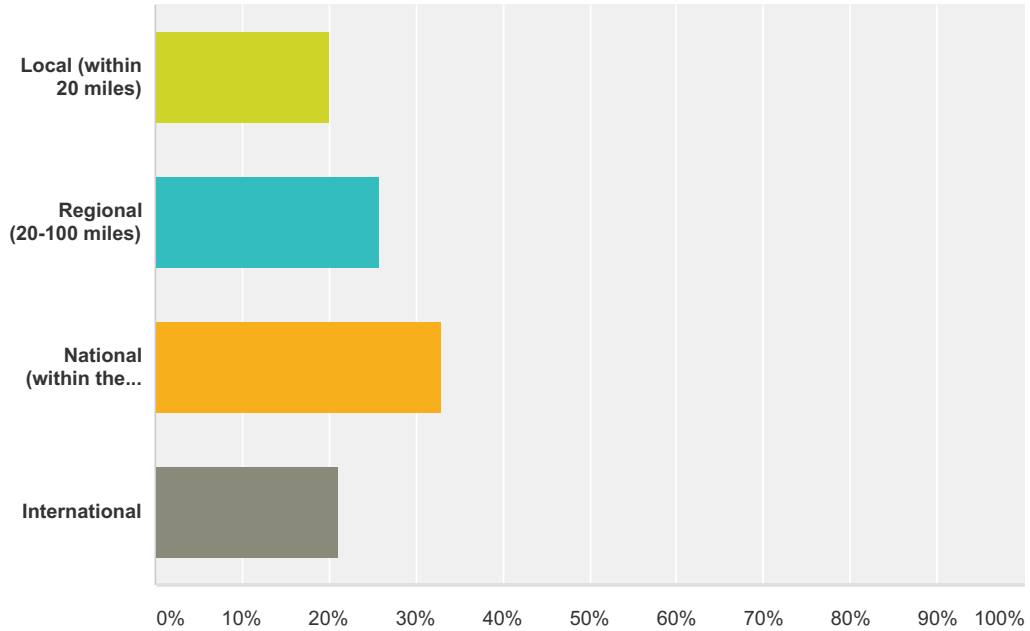
**Q43 During the same year, how many people are employed in the business?
Excluding you.**

Answered: 71 Skipped: 32

Answer Choices	Responses	
Family	90.14%	64
Non Family	77.46%	55

Q44 Which of the following options best describe where your customers are located?

Answered: 85 Skipped: 18



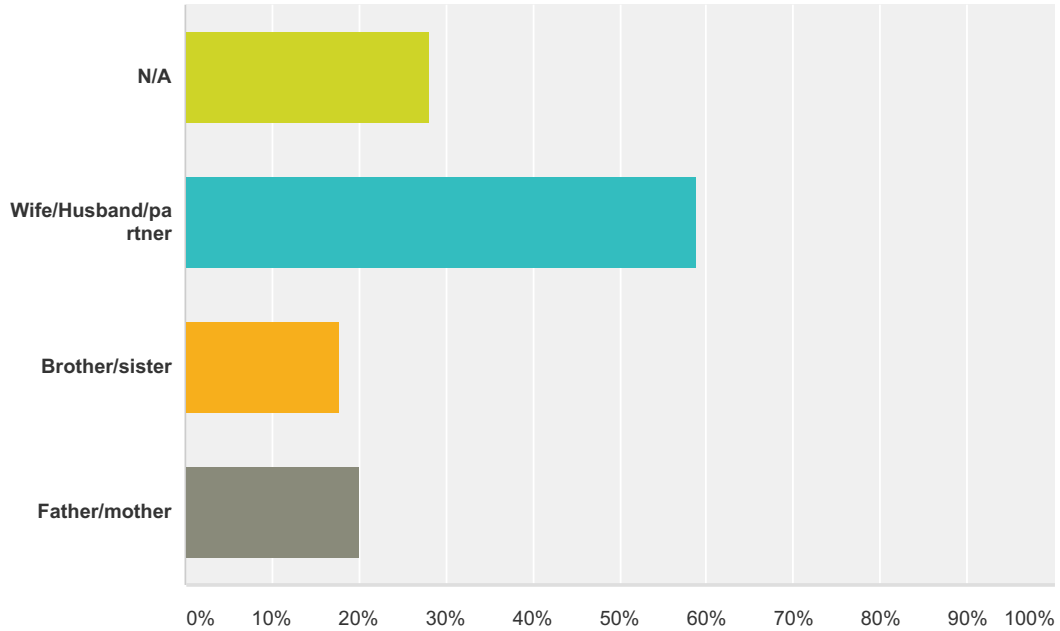
Answer Choices	Responses
Local (within 20 miles)	20.00% 17
Regional (20-100 miles)	25.88% 22
National (within the republic of Ireland)	32.94% 28
International	21.18% 18
Total	85

**Q45 Does your business have a website or any other form of social media advertising?
Please describe.**

Answered: 85 Skipped: 18

Q46 Did you have family support in developing your business? If yes, which of the following was it.

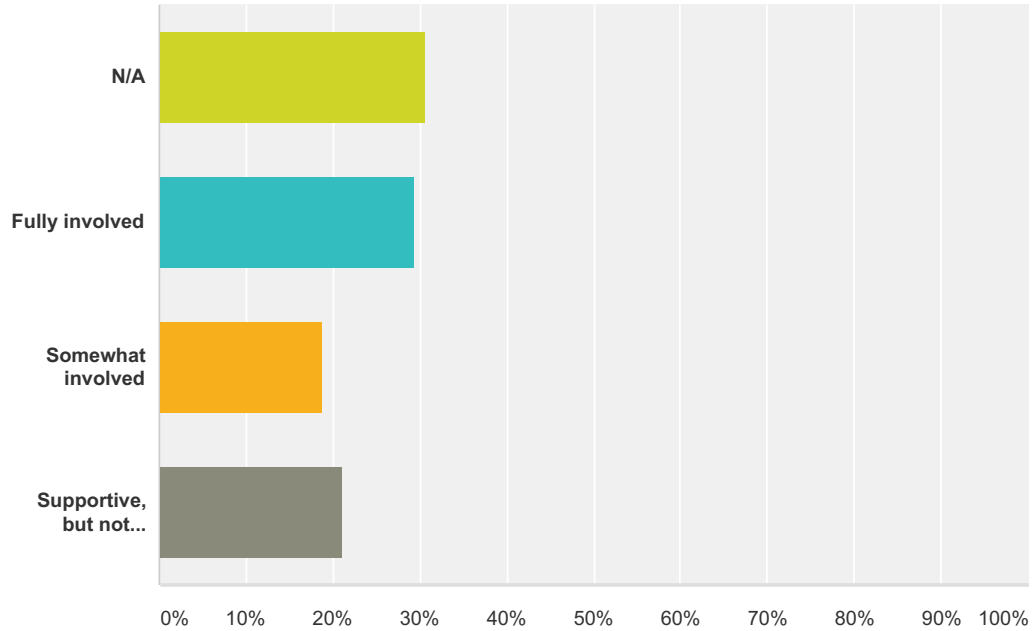
Answered: 85 Skipped: 18



Answer Choices	Responses
N/A	28.24% 24
Wife/Husband/partner	58.82% 50
Brother/sister	17.65% 15
Father/mother	20.00% 17
Total Respondents: 85	

Q47 If yes, to wife/husband or partner, what level of involvement did she/he have in the development of the business?

Answered: 85 Skipped: 18



Answer Choices	Responses
N/A	30.59% 26
Fully involved	29.41% 25
Somewhat involved	18.82% 16
Supportive, but not involved	21.18% 18
Total	85

Q48 What advantages were there to having a family member support you in developing your business?

Answered: 62 Skipped: 41

Q49 This project may undertake further research in order to better understand the barriers to enterprise development in rural areas and potential improvements within rural enterprise supports. Would you be willing to take part in future interviews to get further detailed information?If you would, please provide your email address and/or phone number.

Answered: 85 Skipped: 18