



IMPERIAL DISCOVERY TOOL RESULTS

APRIL 2017



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About the Discovery Tool

The Discovery Tool is an online tool developed to measure how residents view their community relative to the eight characteristics. Residents are asked to rate various dimensions of their community. For these items respondents rated each on a scale from 1 to 5, where 1 denoted “not at all” and 5 indicated “completely.” Residents are also asked a couple open-ended questions about their community as well as some standard demographic questions that are used to make comparisons among community residents.

Imperial Discovery Tool Process

In Imperial, the online ECAP Discovery Tool was marketed to community residents through various sources. A total of 122 residents completed at least some of the community questions in the Discovery Tool.

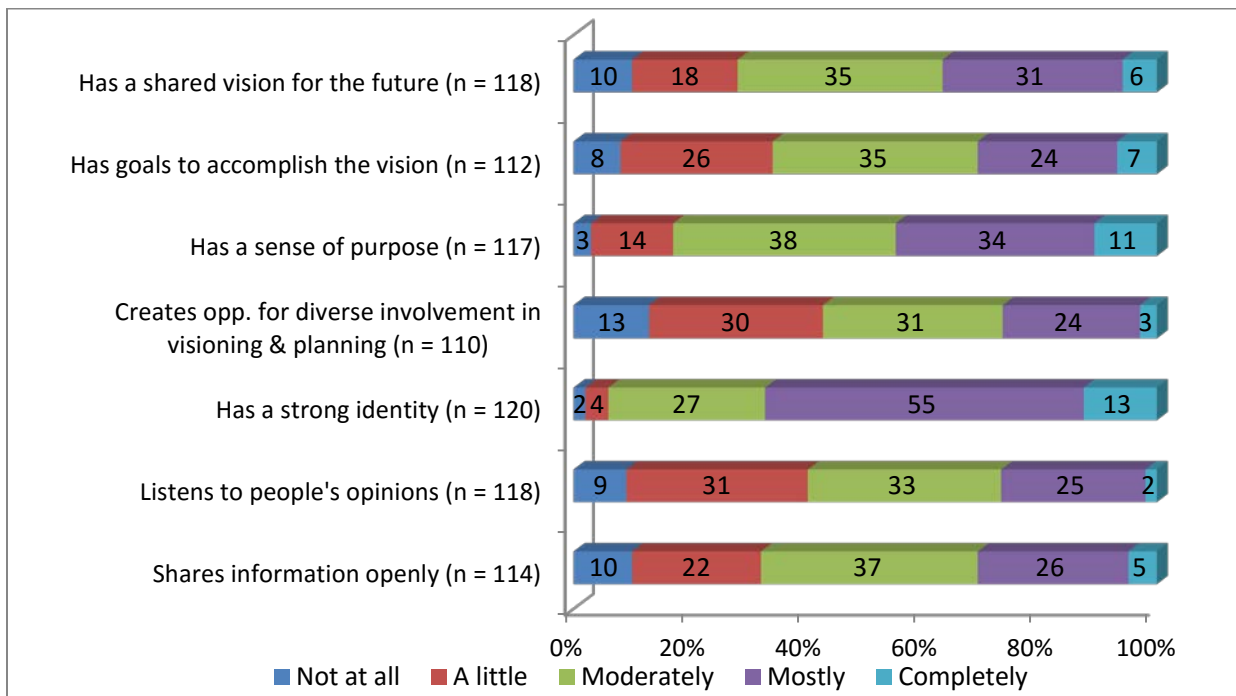
The results of the discovery tool cannot be generalized to the entire community since an inclusive sample of community residents was not used (each county resident did not have an equal probability of being selected to participate). Thus, the results are only to be used for discussion purposes within the community. The results can only be generalized to the community residents who completed the survey.

Community Vision, Sense of Place, Culture of Change, and Leadership

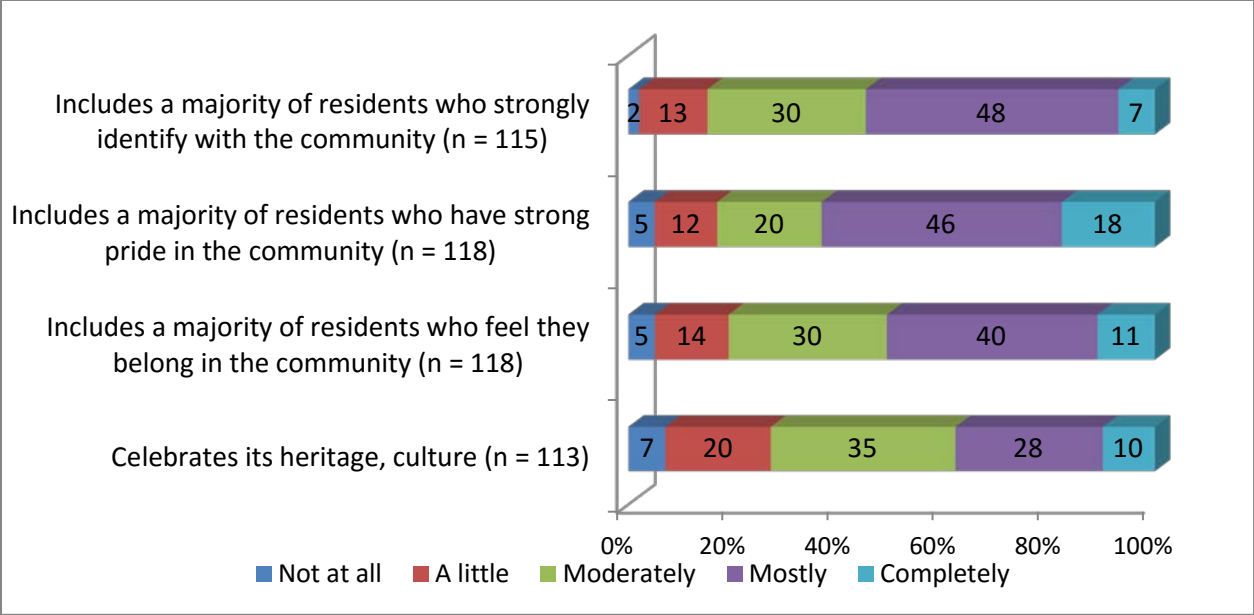
The community was rated by residents on 36 different dimensions, each using a five-point scale where 1 indicated “not at all” and 5 denoted “completely.” The responses to 18 of the dimensions are shown in the following charts.



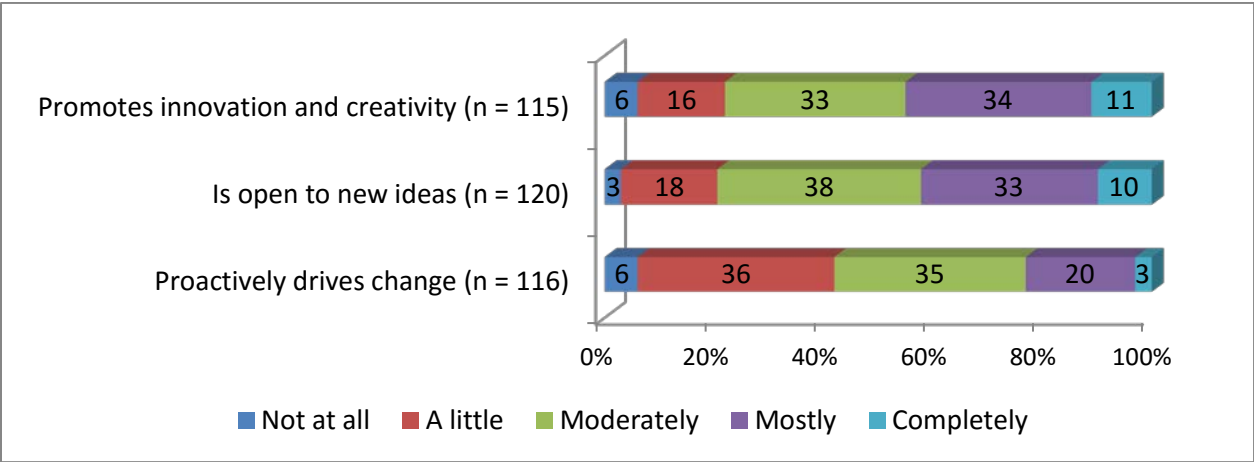
Over two-thirds of the respondents (68%) believe Imperial has a strong identity. And, just under one-half (45%) believe Imperial has a sense of purpose. Just over one-third (37%) think Imperial has a shared vision for the future. And, just under one-third (31%) believe Imperial has goals to accomplish the vision as well as shares information openly. However, less than three in ten respondents believe that the community listens to people’s opinions and that it creates opportunities for diverse community member involvement in visioning and planning processes.



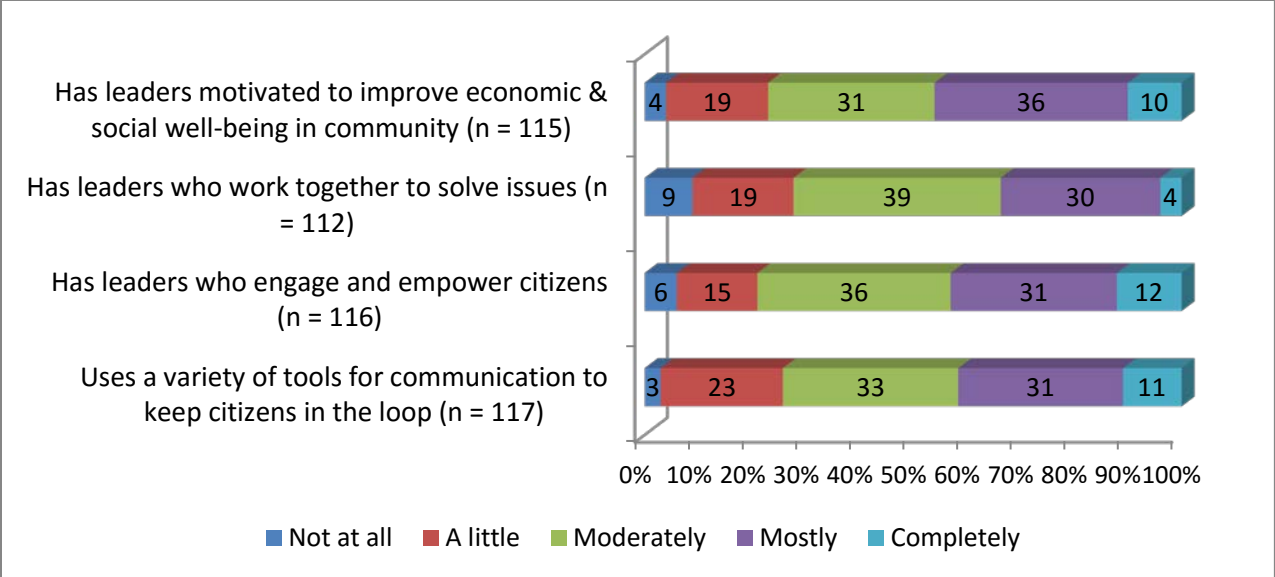
Most respondents believe Imperial includes a majority of residents who have strong pride in the community (64%), has a majority of residents who strongly identify with Imperial (55%) and has a majority of residents who feel they belong in the community. Less than four in ten respondents (38%) believe Imperial celebrates its heritage and culture.



Almost one-half of the respondents believe Imperial promotes innovation and creativity (45%) and is open to new ideas (43%). Less than one-quarter believe the community proactively drives change (23%).



Just under one-half of the respondents (46%) believe Imperial has leaders who are motivated to improve the economic and social well-being in the community, has leaders who engage and empower citizens (43%), and that the community uses a variety of tools for communication to keep citizens in the loop (42%). Just over one-third believe Imperial has leaders who work together to solve issues (34%).



Demographic Differences

Statistically significant differences were detected for the following:

Age:

- Older persons (over the age of 50) are more likely than younger persons to believe the community has a strong identity.
- Persons age 35 to 50 are the age group *least* likely to believe the community promotes innovation and creativity.

Years lived in community:

- Persons who have lived in the community for longer periods of time are more likely than persons who have lived in the community for shorter amounts of time to believe the community has a strong identity.

Leadership Roles:

- Persons who have held a leadership role in a community group or organization are more likely than those who haven't to believe Imperial is open to new ideas.

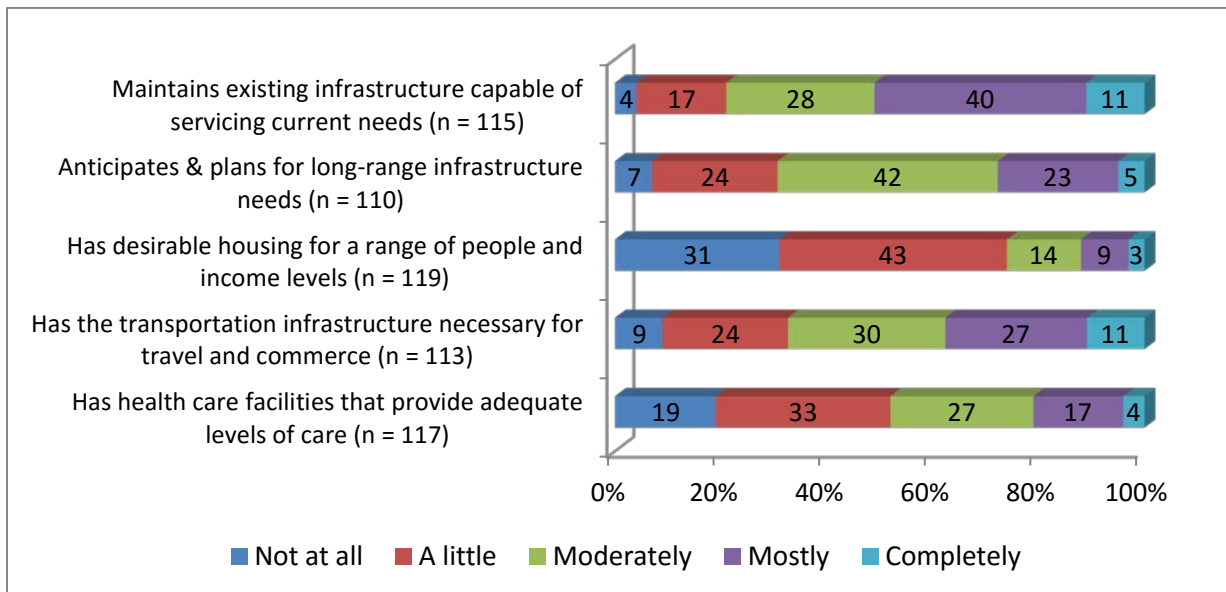


Infrastructure, Digitally Connected, Education/ Workforce IQ and Entrepreneurial Support Systems

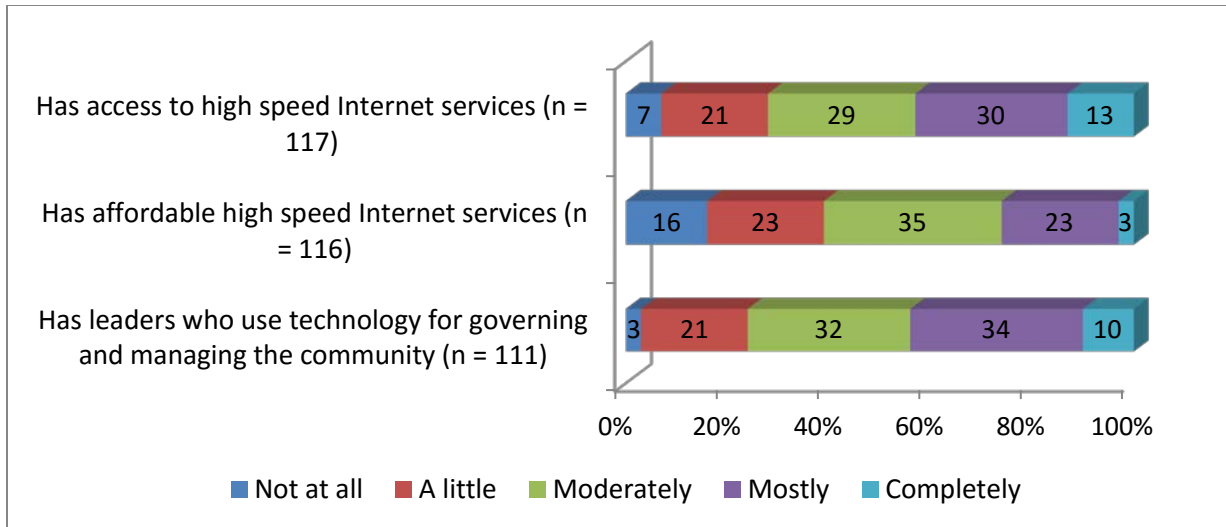
The responses to the remaining 18 community rating scales are shown in the following charts.



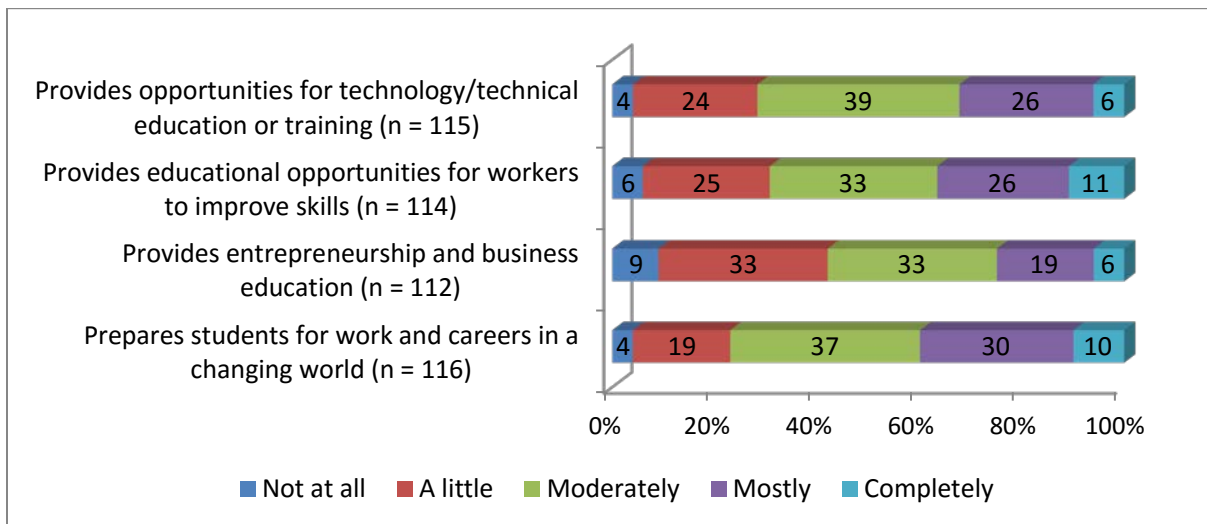
Just over one-half of the respondents (51%) believe Imperial maintains existing infrastructure capable of servicing current needs. And, just under four in ten respondents (38%) believe it has the transportation infrastructure necessary for travel and commerce. However, fewer than three in ten respondents believe Imperial: anticipates and plans for long-range infrastructure needs (28%), has health care facilities that provide adequate levels of care (21%) and has desirable housing for a range of people and income levels (12%).



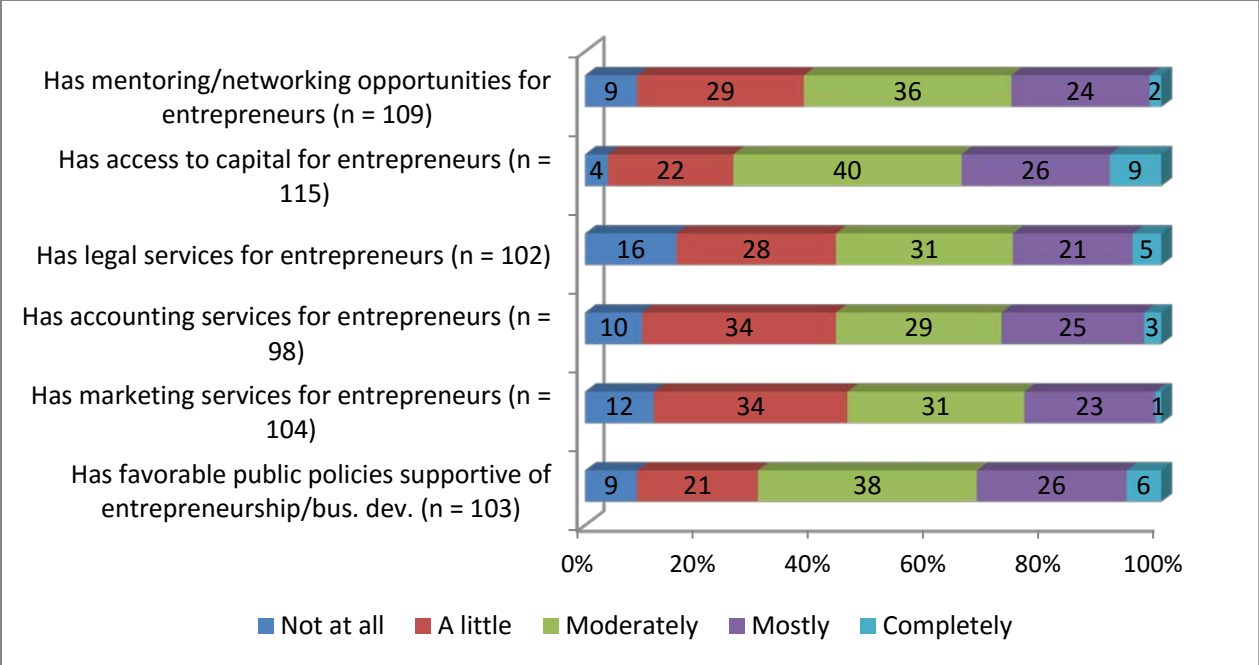
Just under one-half of the respondents (44%) believe Imperial has leaders who use technology for governing and managing the community. Furthermore, 43 percent believe Imperial has access to high-speed Internet services. However, just over one-quarter (26%) believe the community has affordable high-speed Internet services.



Four in ten respondents believe Imperial prepares students for work and careers in a changing world (40%). Just under four in ten believe the community provides educational opportunities for workers to improve personal and job-related skills (37%) and that it provides opportunities for technology/technical education or training (32%). However, only one-quarter (25%) believe Imperial provides entrepreneurship and business education for youth and adults.



Just over one-third of respondents (35%) believe Imperial has access to capital for entrepreneurs. Less than one-third believe the community does the following items: has favorable public policies supportive of entrepreneurship and business development (32%), has accounting services for entrepreneurs (28%), has legal services for entrepreneurs (26%), has mentoring and networking opportunities for entrepreneurs (26%) and has marketing services for entrepreneurs (24%).



Demographic Differences

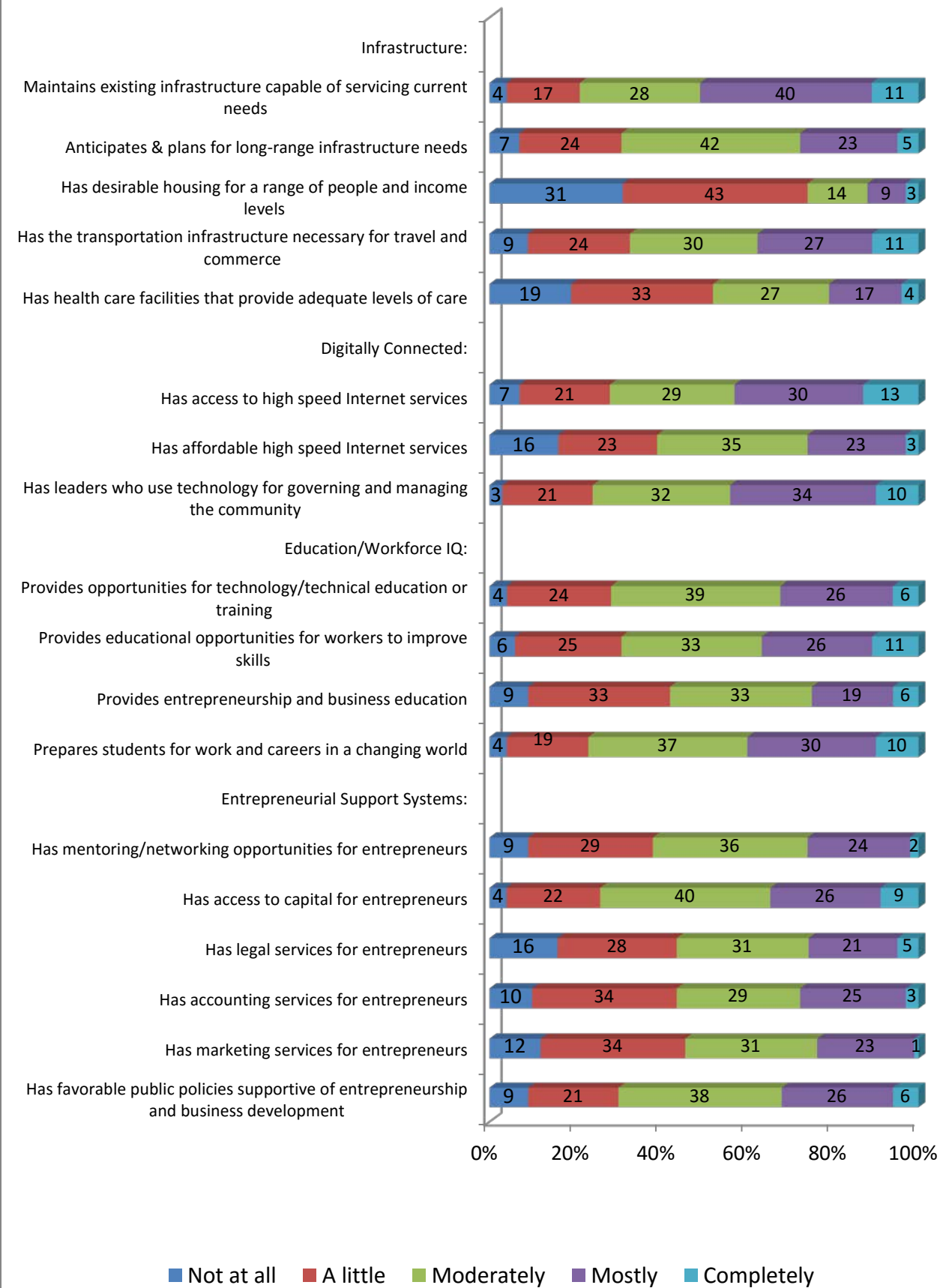
Statistically significant differences were detected for the following:

Age:

- Younger persons are more likely than older persons to believe Imperial has legal services for entrepreneurs, provides entrepreneurship and business education for youth and adults, has transportation infrastructure necessary for travel and commerce, and has marketing services for entrepreneurs.
- Persons between the ages of 35 and 50 are the age group *least* likely to believe the community maintains existing infrastructure capable of servicing current needs.

Years lived in community:

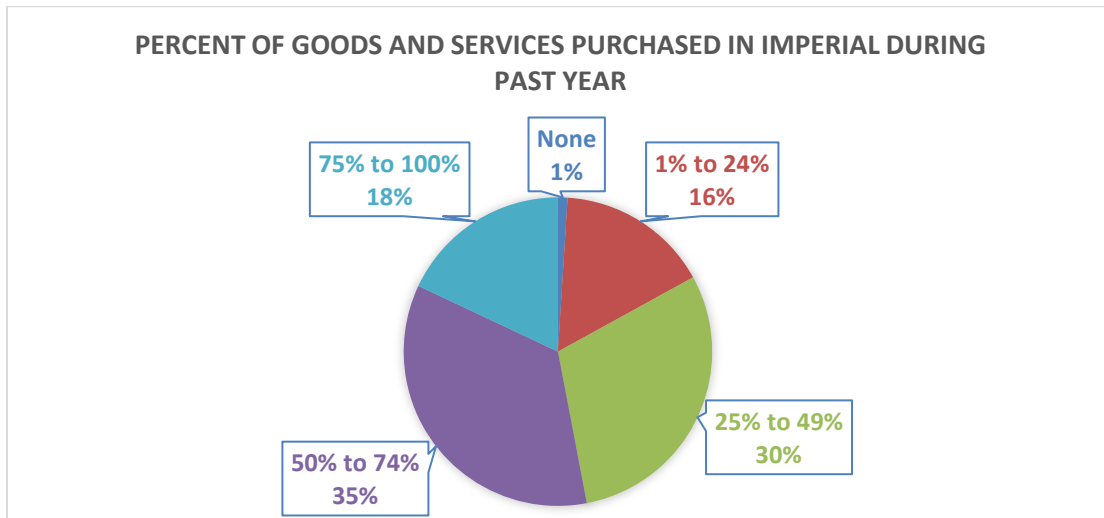
- Persons who have lived in the community for less than 20 years are more likely than persons who have lived in the community for more than 20 years to believe Imperial has health care facilities that provide adequate levels of care.



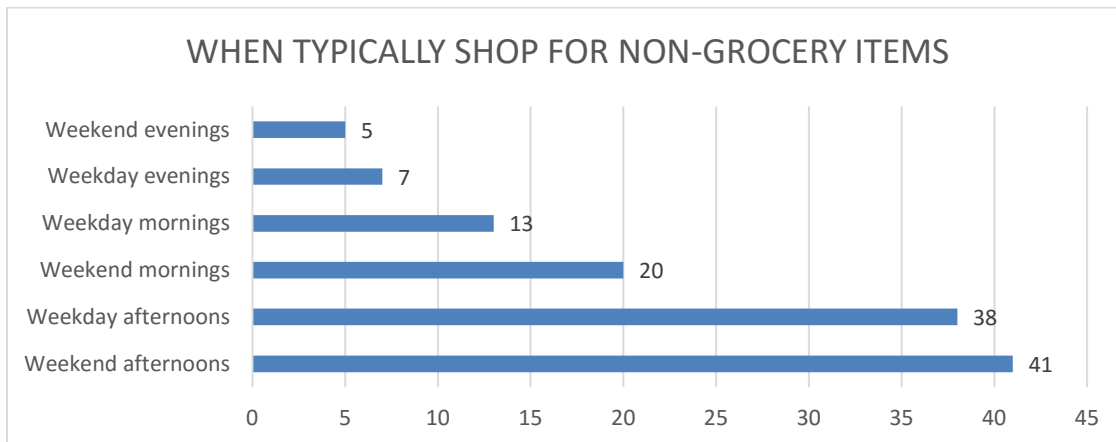
Imperial Specific Questions

Retail Shopping

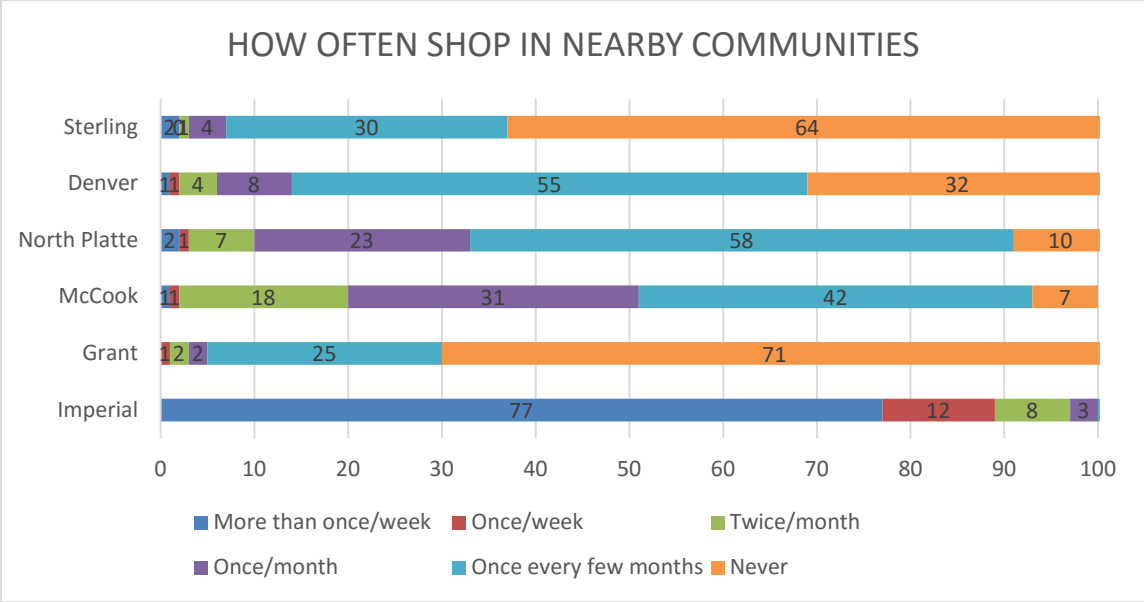
When asked the percentage of retail goods and services their household bought during the past year that were purchased in Imperial, most respondents said over 50% were purchased locally.



Next respondents were asked when they typically shop for non-grocery items. The most popular responses include: weekend afternoons from 12:00 PM to 7:00 PM (41%), weekday afternoons from 12:00 PM to 7:00 PM (38%) and weekend mornings (20%).

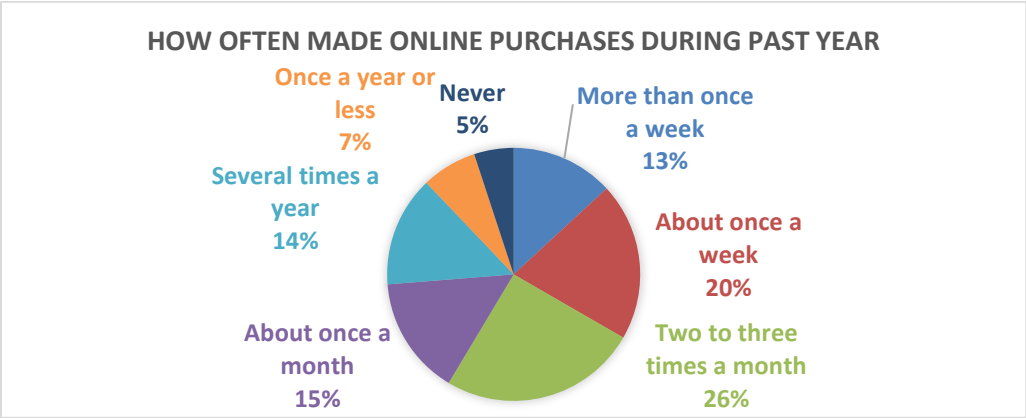


When asked how often they shop at various nearby communities, most respondents shop more than once a week in Imperial but many also shop at least once a month in McCook.

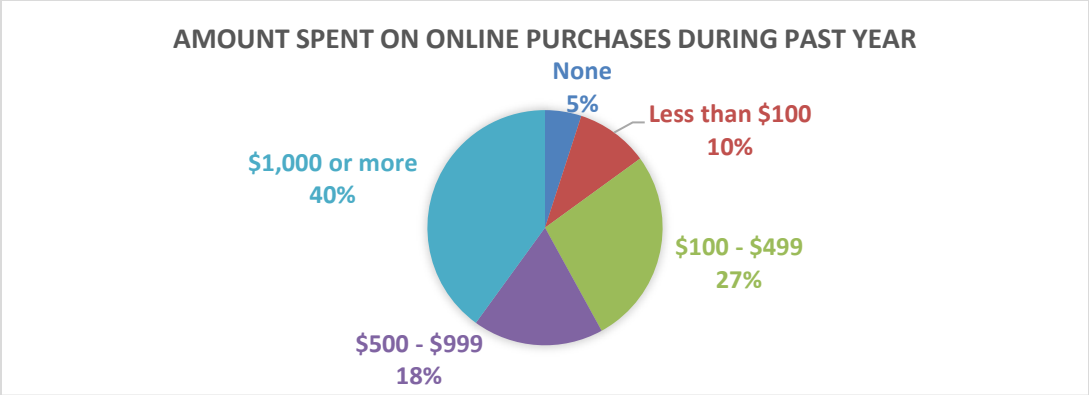


Respondents were then asked the top two reasons they shop in each of the nearby communities. For Grant, most chose other (79%) and better quality (8%). When asked about McCook, most shop there for better selection (73%) and better prices (52%). Reasons for shopping in North Platte include better selection (77%) and better prices (47%). The same two choices are the top reasons for shopping in Denver: better selection (74%) and better prices (41%). The top reasons for shopping in Sterling include better selection (43%) and other (41%).

When asked how often their household made purchases online during the past year, most respondents stated they make several online purchases each month.

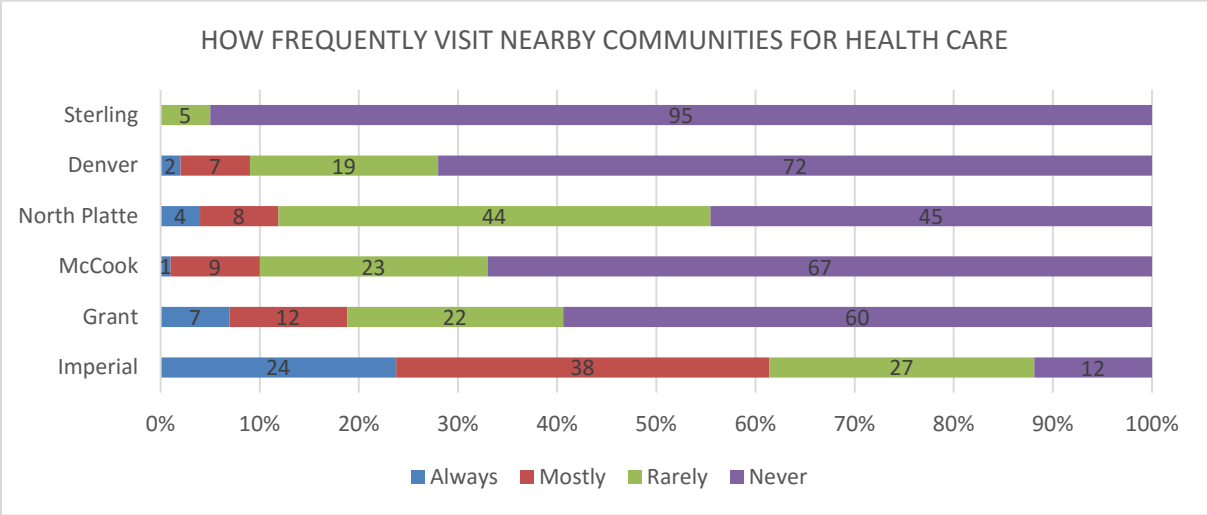


Most respondents say they spent at least \$500 on online purchases during the past year.



Health Care Services and Community Amenities

Respondents were asked how often they go to various nearby communities for primary health care or medical services. Most respondents stay in Imperial for their medical services.

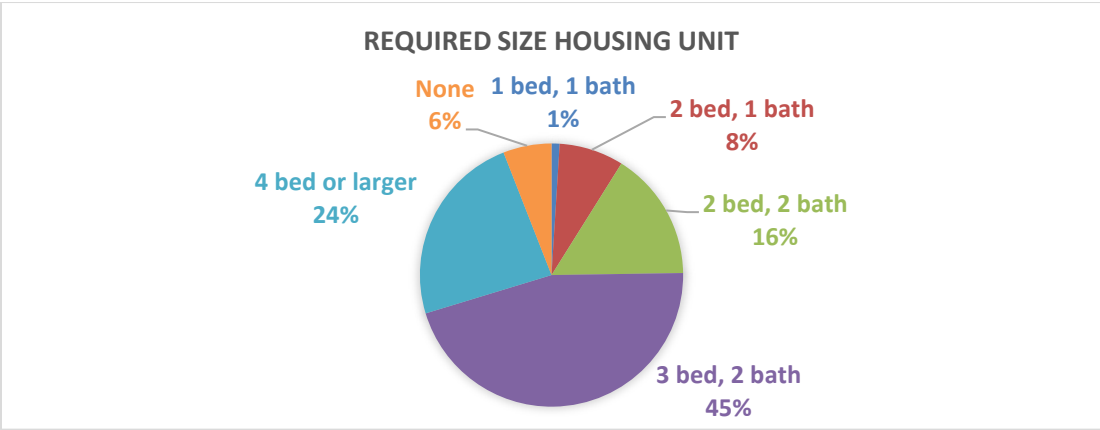
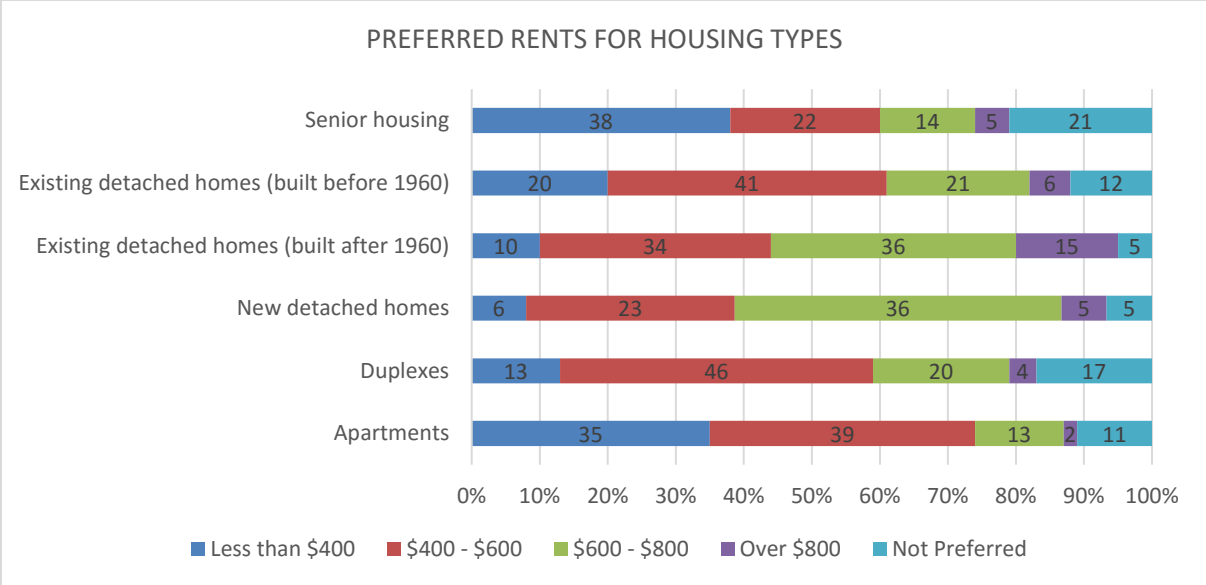


Housing

The respondents were first asked how much they would pay per month in rent or mortgage for the following types of housing. Most respondents would pay up to \$600 for most of the housing types listed.

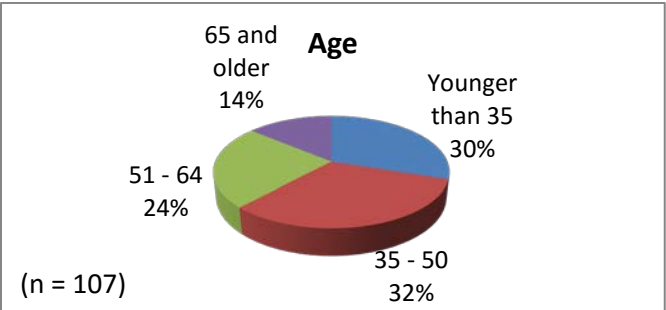
They were also asked what size housing unit they would require. Almost one-half (46%) would require a 3 bed and 2 bath housing unit. Almost one-quarter (24%) would require a 4 bedroom or larger unit.

If allowed to choose a type of housing arrangement, most (84%) would choose private ownership. Fourteen percent would choose a rental, 1% would choose a condominium and 1% would choose assisted living.

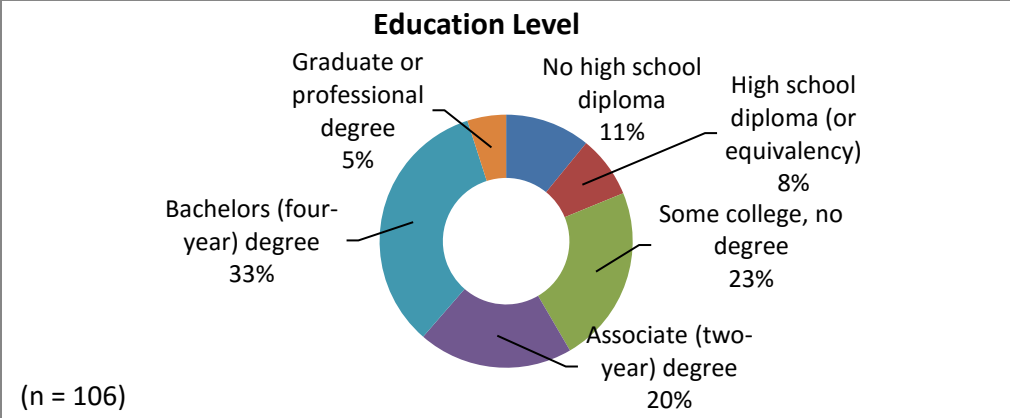


Demographics

The average age of the respondents was 44 years. Thirty percent are under the age of 35. Thirty-two percent are between the ages of 35 and 50. Thirty-eight percent are age over the age of 50.



Most of the respondents (89%) have at least a high school diploma, with just under four in ten (39%) having at least a four-year college degree.

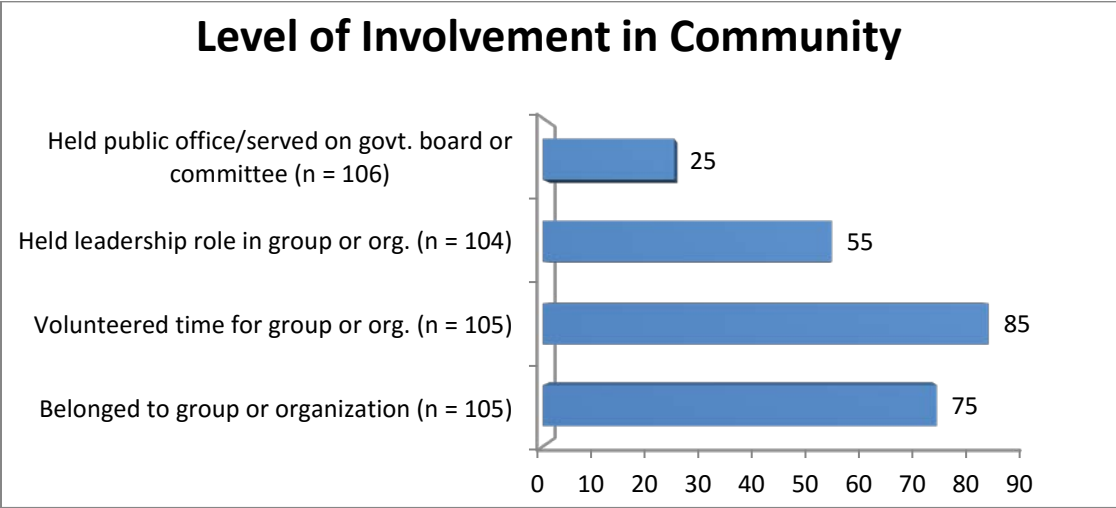


The respondents have lived in Imperial for an average of 21 years. Under four in ten respondents (38%) have lived in their community for ten years or less, while 41 percent have lived there for more than 20 years.

Most of the respondents (68%) are female. Six percent are Latino.

Community Involvement

Most of the respondents (75%) have belonged to a community group or organization in their community during the past five years and most (85%) have volunteered their time for a community group or organization. Just over one-half of the respondents (55%) have held a leadership role in a community group or organization during the past five years and one-quarter (25%) have held a public office or served on a government board or committee.



Respondents were also asked if they would like to become more involved in the community (as a volunteer, elected leader or serving on a community organization). Just over four in ten (41%) would like to become more involved.

About the Entrepreneurial Communities Activation Process (ECAP)

The Entrepreneurial Communities Activation Process (ECAP) is a holistic facilitative process with the goals of attracting and retaining working age population and creating entrepreneurial environments that lead to community vitality. ECAP helps communities support innovation and entrepreneurship by understanding their unique characteristics, community assets and potential opportunities. An extensive review of literature has identified a model of eight characteristics that consistently characterizes entrepreneurial communities, and that contributes to their positive entrepreneurial cultures: Community Vision; Culture of Change; Leadership; Sense of Place; Infrastructure; Digitally Connected; Education/Workforce IQ; and Entrepreneurial Support Systems.

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