

# 2020 Social Enterprise Ecosystem Survey: Who Sustains Social Enterprise Ecosystem?



*Sung-Wook Kwon, Ph.D.*  
*Donwe Choi, Ph.D.*



TEXAS TECH UNIVERSITY  
Center *for* Public Service

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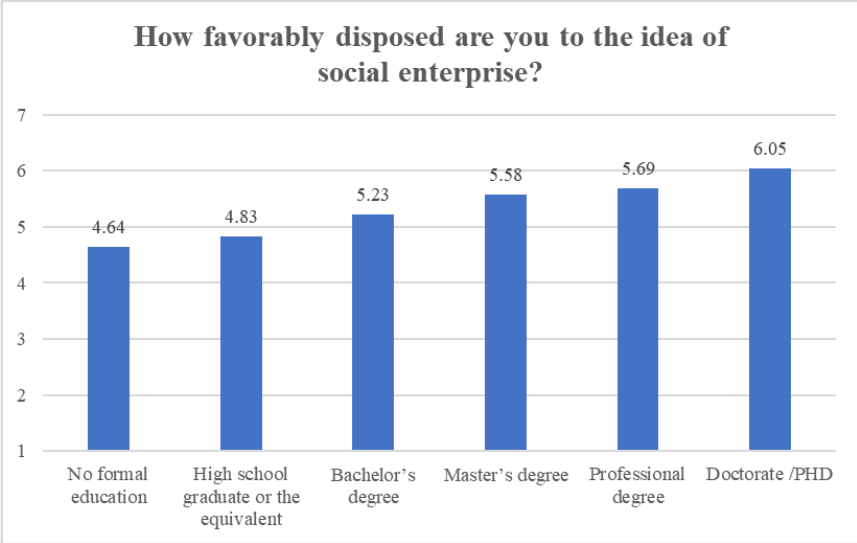
In October 2020, the Center of Public Service launched a survey to explore the social enterprise ecosystem in the United States. The survey was distributed to adults across the United States through Qualtrics and was completed by 2,050 respondents, yielding the U.S. Census balanced data. This report provides a snapshot of the survey.

## Survey Highlights

- People with high income and high education are more likely than others not only to evaluate social enterprises as positive but also to donate money to social enterprises.
- There is a general lack of understanding of social enterprise among Americans, although liberals seem to understand it better than conservatives do.
- People as customers do not have many experiences purchasing social enterprise goods or services.
- Generation X (born between 1965 and 1980) is zealous in urging government supports for social enterprises.
- Generation Z (born between 1997 and 2012) is inactive in approving social enterprise policies.

### Who Favors Social Enterprise?

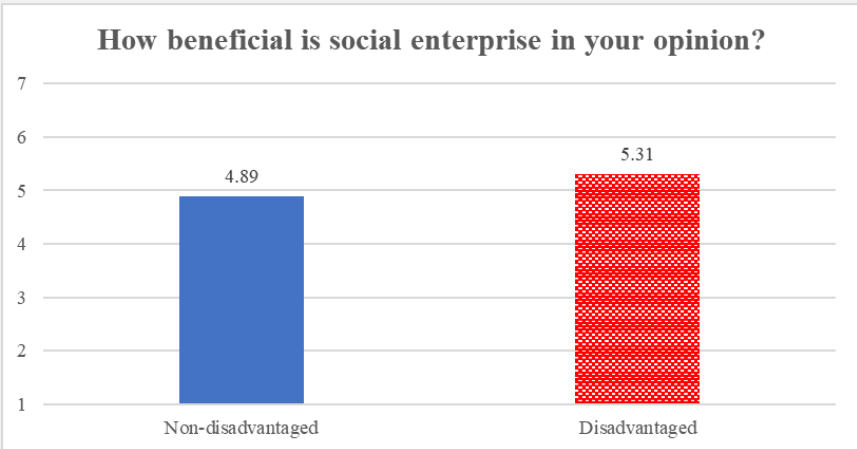
Highly educated people are more likely than people with low education to favor social enterprises. This could be because the highly educated are more disposed to addressing societal problems, and social enterprises are an innovative way to do so.



Note: 1=Unfavorable, 7=Favorable

### Who Regards Social Enterprise as Beneficial?

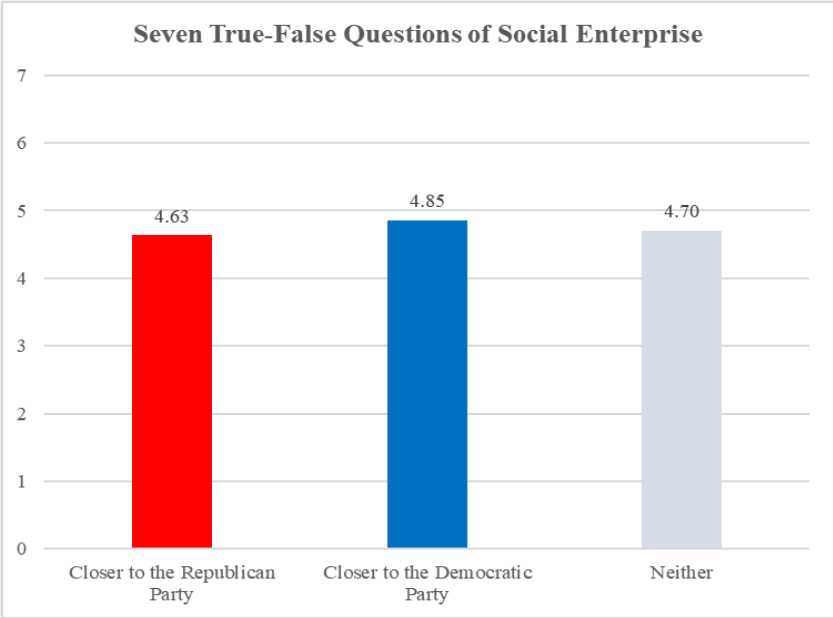
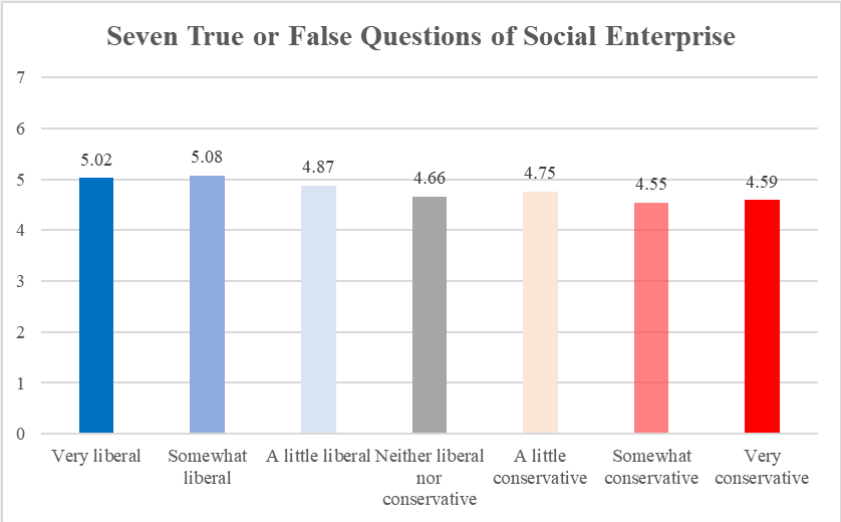
Vulnerable people (categorized as part of a minority, disadvantaged or ex-convicts, or have that kind of family member) are more likely than others to regard social enterprise as beneficial. This may be because social enterprises have a social mission and thus tend to support the disadvantaged through their business activities.



Note: 1=Harmful, 7=Beneficial

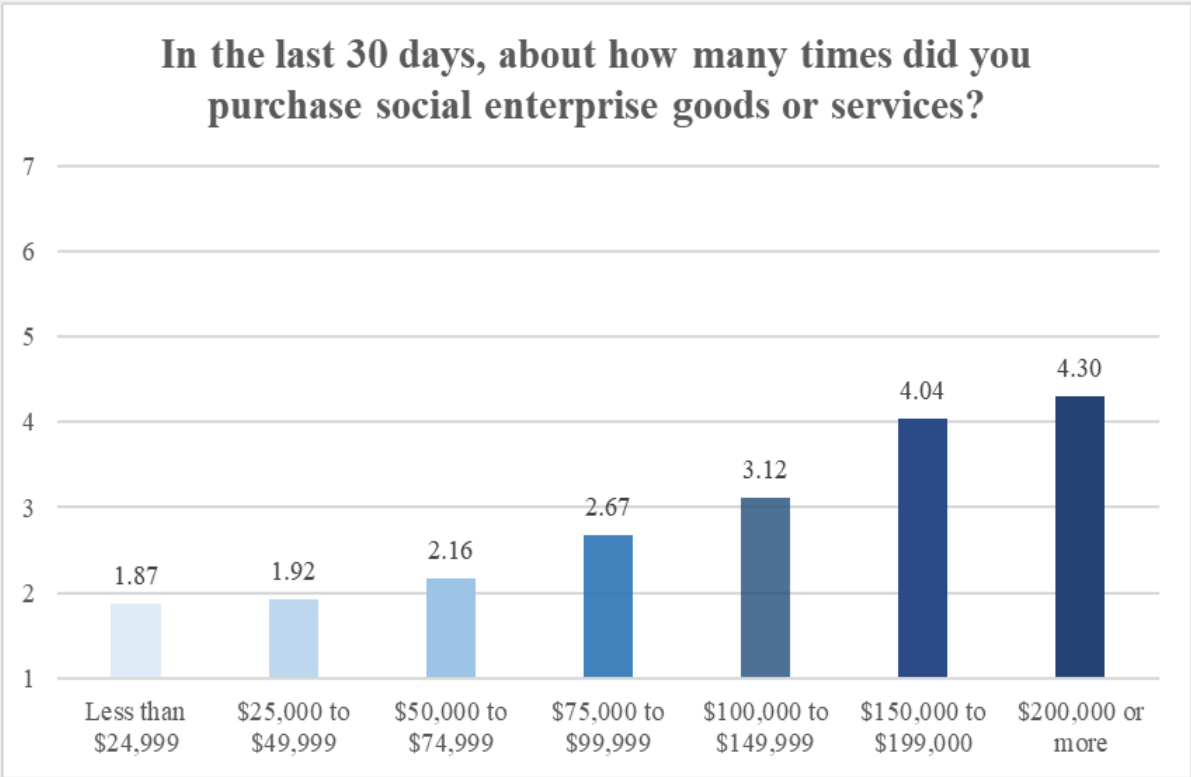
### Who Knows Social Enterprise More Correctly?

To measure the extent to which people know social enterprise, this survey gave respondents seven true or false questions. The results show that people do not understand social enterprise well. Despite this overall poor understanding, liberals are more likely than conservatives to have a correct understanding of social enterprise. For example, people who identified as “somewhat liberal” answered five questions correctly, while those who identified as “somewhat conservative” obtained 4.55 points out of a possible seven.



### Who Purchases Social Enterprise Goods or Services More Frequently?

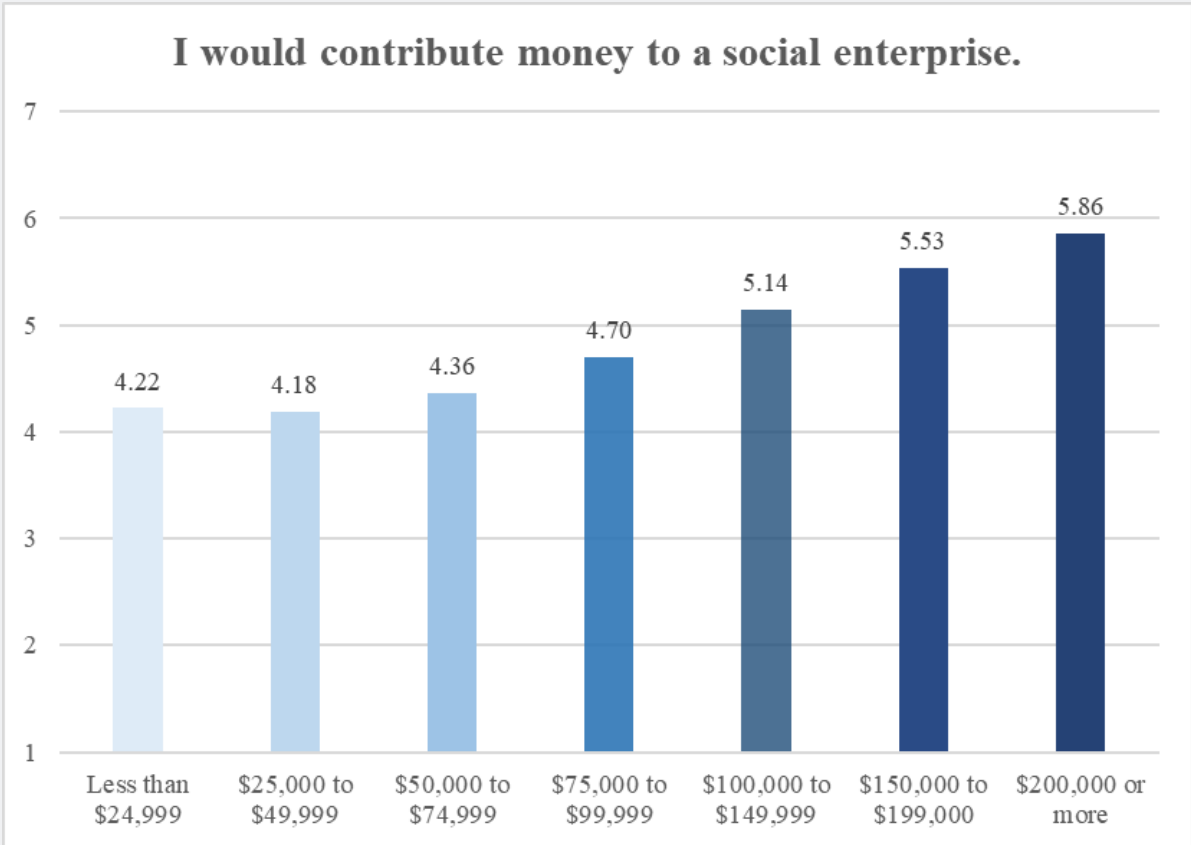
Overall, people do not have many experiences with social enterprise. The average for this question on a 7-point Likert scale was only 2.33 — 2 means they have purchased social enterprise goods or services only once during the past 30 days, while 3 indicates that they have purchased them two or three times during the period. This may be because there are still not many social enterprises across the United States. However, it is interesting to highlight that people with high gross individual income are more likely than low-income earners to purchase social enterprise goods or services frequently.



Note: 1=Never, 2=Once, 3=2~3 times, 4=4~5 times, 5=6~7 times, 6=8~9 times, 7=Over 10 times

### Who are Likely to Support Social Enterprises?

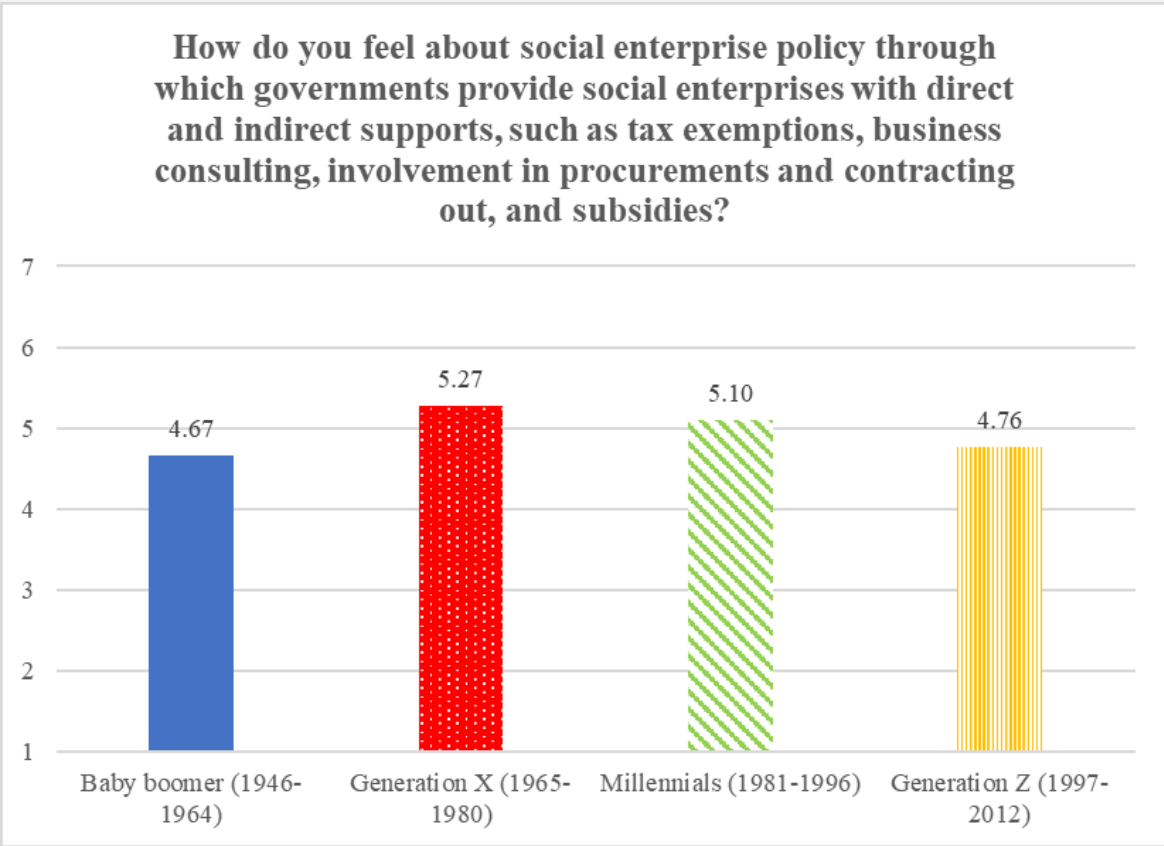
Social enterprise is at the emerging stage in the United States. To be on track, it needs more donors (people who support its social mission) and more customers (people who are likely to purchase its goods or services). The result of this survey shows that high-income earners are more likely than people on low incomes to support social enterprises. This means people with more economic leverage could sustain the purpose economy.



Note: 1=Strongly disagree, 7=Strongly agree

### Who Supports Social Enterprise Policies?

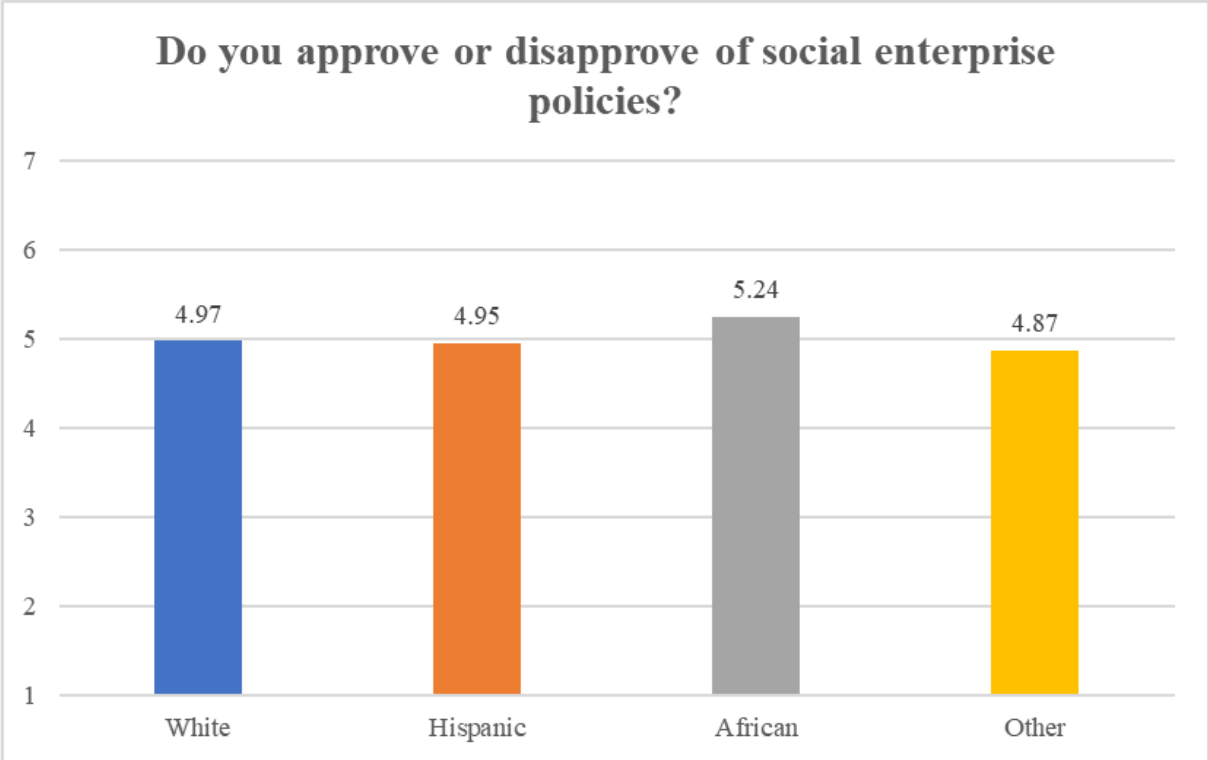
To strengthen the social enterprise ecosystem in the United States, we need more social enterprise-friendly policies. To design and implement such policies, we need to know who will support them. Generation X is more likely than other generations to support social enterprise policies. Unexpectedly, Generation Z is inactive in championing social enterprise policies.



*Note: 1=Strongly disagree, 7=Strongly agree*

### Who Supports Social Enterprise Policies?

Interestingly, African Americans are more likely to approve social enterprise policies than are other ethnicities. This could be because social enterprises have contributed to supporting the disadvantaged and minority groups and thus African Americans are disposed to support social enterprise policies.



Note: 1=Strongly disapprove, 7=Strongly approve





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For more information on this survey research, contact Dr. Sung-Wook Kwon, Director of the Center for Public Service and associate professor in the Department of Political Science, at [sung.kwon@ttu.edu](mailto:sung.kwon@ttu.edu) or (806) 834-4786.