

## Questionnaire

**Entrepreneurship Study**

Prepared by Princeton Survey Research Associates International for  
the European Union

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Hello, my name is \_\_\_\_\_ and I am calling for Princeton Survey Research. We are conducting a survey to find out what Americans think about some important issues today. May I please speak with the youngest male, **age 15 or older**, who is now at home? **(IF NO MALE, ASK: May I please speak with the oldest female, age 15 or older, who is now at home?)**

**Q1** Suppose you could choose between different kinds of jobs. Which one would you prefer?  
**(READ) trend**

- 1 Being an employee
- 2 Or being self-employed
- 3 (None of these) [Volunteered]
- 9 (Don't know/Refused)

**Ask if would prefer to being an employee (Q1=1)**

**Q2** Why would you prefer to be an employee rather than be self-employed? **(DO NOT READ - pre-coded open end)**

- 1 Regular, fixed income versus irregular, variable income
- 2 Stability of employment
- 3 Benefits of being an employee such as social security and health insurance
- 4 No entrepreneurial spirit/ not business person/ not risk taker/
- 5 Lack of time to start own business
- 6 Lack of interest to be self-employed
- 7 Lack of finances to start own business
- 8 Lack of skills/trade for own business
- 9 Lack of know-how to start/ run own business
- 10 Too big of a commitment/ don't want to be tied down to own business
- 11 Never came to mind/ it's the expected thing to do
- 12 Not as risky/ unfavorable economic climate
- 13 Red tape/ government regulation
- 97 Other (specify) (Do Not Read)
- 99 (Don't know/Refused)

**Ask if would prefer to be self-employed (Q1=2)**

**Q3** Why would you prefer to be self-employed rather than an employee? (pre-coded open end)

- 1 Personal independence/ self-fulfillment/ interesting tasks
- 2 Good business opportunity
- 3 Be own boss/ autonomy/ able to create own work environment
- 4 Better income prospects
- 5 Lack other attractive employment opportunities generally
- 6 Lack other attractive employment opportunities in region
- 7 Members of family / friends are self-employed
- 8 Favorable economic climate
- 9 To avoid uncertainties related to employment
- 97 Other (specify) (Do Not Read)
- 99 (Don't know/Refused)

**Ask if would prefer to be self-employed (Q1=2)**

**Q4** Would you prefer to own your own company and invest in it or would you rather work for yourself **but not necessarily own your own company?**

- 1 Own company and invest in it
- 2 Work for self but not necessarily be owner of company
- 9 (Don't know/Refused)

**Ask all**

**D1** What is your occupation? Are you self-employed, a professional or white collar worker, a manual or blue collar worker, or are you not employed for pay?

- 1 Self-employed
- 2 Professional or white collar worker
- 3 Manual or blue collar worker
- 4 Not employed for pay
- 9 (Don't know/Refused)

**Ask if not currently self-employed (D4=2, 3, 4, 9)**

**Q5** Personally, how **desirable** is it for you to become self-employed within the next 5 years? Is it very desirable, somewhat desirable, somewhat undesirable, or very undesirable?

- 1 Very desirable
- 2 Somewhat desirable
- 3 Somewhat undesirable
- 4 Very undesirable
- 9 (Don't know/Refused)

**Ask if not currently self-employed (D4=2, 3, 4, 9)**

**Q6** Regardless of whether or not you would like to become self-employed, how **feasible** would it be for you to be self-employed within the next 5 years? Would it be very feasible, somewhat feasible, somewhat unfeasible, or very unfeasible.

- 1 Very feasible
- 2 Somewhat feasible
- 3 Somewhat unfeasible
- 4 Very unfeasible
- 9 (Don't know/Refused)

**Ask all**

**Q7** Have you started a business recently or are you taking steps to start one? (**READ; ACCEPT ONE RESPONSE**) *trend*

**IF NO PLEASE READ CODES 1 THROUGH 2**

- 1 Have you never thought about it OR
- 2 Are you thinking about it?

**IF YES, THINKING ABOUT IT/ TAKING STEPS - PLEASE READ CODES 3 THROUGH 4**

- 3 Had you thought about it or taken steps to start a business but gave up OR
- 4 Are you currently taking steps to start a new business?

**IF YES, HAS STARTED BUSINESS - PLEASE READ CODES 5 THROUGH 7**

- 5 In the last three years, have you started or taken over an existing business which is still active OR
- 6 Did you start or take over an existing business more than three years ago which is still active, OR
- 7 Had you previously started a business, but currently you are no longer an owner (business failed, business was sold or respondent has retired)
- 8 (Don't know/Refused)

**Ask if thought about or took steps to start business (Q7=3, 4, 5, 6, 7)**

**Q8** For each of the following statements, please tell me if it was a very important, somewhat important, somewhat unimportant or not at all an important reason for your taking steps to start a new business or take one over? (First/Next)

**Rotate**

- a Dissatisfied with your previous situation
- b Had a good idea for a business
- c Contact with a good business partner
- d Had the necessary financial support or resources
- e Changes in your family circumstances
- f It was the best or only possible alternative at the time

- 1 Very important
- 2 Somewhat important
- 3 Somewhat unimportant
- 4 Very unimportant
- 9 (Don't know/Refused)

**Ask if currently taking steps or started own business (Q7=4, 5, 6, 7)**

**Q9** All in all, would you say you (IF Q7b=2: are starting) (IF Q7a=1 or Q7a=2 or Q7a=3: started) your business because you saw an opportunity or was it out of necessity?

- 1 Started because you saw an opportunity
- 2 Started out of necessity
- 3 Both [Volunteered]
- 9 (Don't know/Refused)

**Ask all**

**Q10** If you currently had the means to start your own business, would you rather set up a new one or take over an existing one? (**READ; ACCEPT ONE RESPONSE**) *trend*

- 1 Set up a new one
- 2 Take over an existing business
- 3 (None of these) [Volunteered]
- 9 (Don't know/Refused)

**Ask all**

- Q11** If you were to set up a business today, which of the following would you worry about most? What is the second thing that would worry you? **(READ AND ROTATE; TWO RESPONSES ACCEPTED)** *trend*

- 1 The uncertainty of your income
- 2 Job insecurity
- 3 The risk of losing your property
- 4 The need to devote too much energy or time to it
- 5 The possibility of suffering a personal failure
- 6 The possibility of going bankrupt
- 9 (Don't know/Refused)

**Ask all**

- Q12** Do you strongly agree, agree, disagree or strongly disagree with the following statements? The first is (Insert). Next, (Insert). **(READ AND ROTATE)** *mod trend*

- a It is difficult to start one's own business due to a lack of available financial support. *trend*
- b It is difficult to start one's own business due to the complex governmental procedures. *trend*
- c It is difficult to get sufficient information on how to start a business. *new*
- g One should not start a business if there is a risk it might fail. *trend*
- h The current economic climate is not favorable for people who want to start their own business. *trend*

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 9 (Don't know/Refused)

**Ask all**

- Q13** When one runs a business, what do you think most determines its success? **(READ AND ROTATE ITEMS 1-4; TWO RESPONSES ACCEPTED)** [INTERVIEWER: Outside entities could be other organizations, government authorities, other people, etc.]

- 1 The personality of the person in charge
- 2 The general management of the business
- 3 The general state of the economy
- 4 The political situation
- 5 Outside entities
- 7 Other (specify) (Do Not Read)
- 9 (Don't know/Refused)

**D2** Record sex

- 1 Male
- 2 Female

**D3** How old are you?

- 15-97 Record age
- 98 98 years old or older
- 0 (Refused)

**D4** At what age did you finish your full time education? [RECORD EXACT AGE IN 2 DIGITS]

- 1 No full time education
- 5-98 Record age
- 99 Still at full time school
- 0 (Refused/ No answer)

**Ask if self employed (D1=1)**

**D5a** Earlier you said you are self employed. More specifically, you are a ...? (**READ RESPONSES**)

- 1 Farmer or forester or fisherman
- 2 Owner of shop or company or craftsperson
- 3 Professional (lawyer, medical practitioner, accountant or architect)
- 4 Manager of a company
- 5 Other (Specify) (Do Not Read)
- 9 (Don't know/Refused) (Do Not Read)

**Ask if professional or white collar worker (D1=2)**

**D5b** Earlier you said you are a professional or white collar worker. More specifically, are you a...? (**READ RESPONSES**)

- 1 Professional (such as a doctor, lawyer, accountant or architect)
- 2 General manager or director or in top management
- 3 Middle manager
- 4 Civil servant (government worker)
- 5 Office clerk
- 6 Other (Specify) (Do Not Read)
- 9 (Don't know/Refused)

**Ask if manual or blue collar worker (D1=3)**

**D5c** Earlier you said you are a manual or blue collar worker. More specifically, are you a...?  
**(READ RESPONSES)**

- 1 Supervisor or foreman (team manager, etc.)
- 2 Manual worker
- 3 Unskilled manual worker
- 4 Other (Specify) (Do Not Read)
- 9 (Don't know/Refused)

**Ask if not employed for pay (D1=4)**

**D5d** Earlier you said you are not currently employed for pay. More specifically, are you...?  
**(READ RESPONSES)**

- 1 Not employed outside the home
- 2 A full-time student
- 3 Retired
- 4 Looking for work
- 5 Other (Specify) (Do Not Read)
- 9 (Don't know/Refused)

**Ask if self-employed (D1=4)**

**D5e** As a self-employed person, do you own a business?

- 1 Yes
- 2 No
- 9 (Don't know/Refused)

**HISP** Are you, yourself, of Hispanic or Latino origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

- 1 Yes
- 2 No
- 9 (Don't know/Refused)

**RACE** **(IF HISPANIC, ASK:)** Are you white Hispanic, black Hispanic, or some other race? **(IF NOT HISPANIC ASK:)** What is your race? Are you white, black, Asian, or some other race? **[DO NOT READ RESPONSES]**

- 1 White
- 2 Black
- 3 Asian
- 4 Other or mixed race (Specify)
- 9 (Don't know/Refused)

**D6** Region [listed in sample]

**D7** Which of the following best describes the place where you now live? A large city, a suburb near a large city, a small city or town or a rural area?

- 1 Large city
- 2 Suburb of large city
- 3 Small city or town
- 4 Rural area
- 9 (Don't know/Refused)

**D8a** Could you tell me the occupation of your father? Is or was he self-employed, a professional or white collar worker, a civil servant (government employee), a manual or blue collar worker, or is or was he not employed for pay? **(READ)** [INTERVIEWER INSTRUCTION: If does not have father, code as don't know/refused] *trend*

- 1 Self-employed
- 2 Professional or white collar worker
- 3 Civil servant (government worker)
- 4 Manual or blue collar worker
- 5 Not employed for pay
- 9 (Don't know/Refused)

**D8b** And could you tell me the occupation of your mother? Is or was she self-employed, a professional or white collar worker, a civil servant (government employee), a manual or blue collar worker, or is or was she not employed for pay? **(READ)** [INTERVIEWER INSTRUCTION: If does not have mother, code as don't know/refused] *trend*

- 1 Self-employed
- 2 Professional or white collar worker
- 3 Civil servant (government worker)
- 4 Manual or blue collar worker
- 5 Not employed for pay
- 9 (Don't know/Refused)

**END OF INTERVIEW:** Thank you very much for taking the time to answer the questions on this survey. We really appreciate it. Have a nice day/evening.