

NOP Consumer Market Research
 Ludgate House
 Blackfriars Road
 London SE1 9UL

Job No.	Card	Serial No.	Country
(1) - (6)	(7) - (8)	(9)-(12)	(13)-(14)
433052	0 1		1 5

Job No : J 433052
 Issue : 1
 Date : 4 October, 2001

FLASH 107

RESPONDENTS NAME:

TELEPHONE NUMBER:

RESULT OF CONTACT

Call No	Inter-viewers ID	Date	Time	Length	Dispos-ition	Comments	Units
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							

STANDARD DIAL DISPOSITION CODES

NR	- No reply	HHR	- Household/Company refusal
ENG	- Circuit Engaged	RR	- Respondent Refusal
NU	- No. unobtainable (Not a working no.)	ANS	- Answerphone
NNAS	- No. Not applicable to study(home telephone if business no. if consumer study)	REJ	- Reject (Respondent who might be otherwise eligible but is deaf, intoxicated, abusive or unwilling or unable to provide usable information)
LB	- Language barrier	COMP	- Completed interviews (segregated by type)
SRNA	- Selected respondent not available	PART	- Partial (interview terminated by respondent before completion)
CUTS	- Contact unable to speak for H.Hold		
INEL	- H.Hold/Business ineligible for specific reason		

Q.No	Question	Answer	Card 01	
			Code	Skip to
	Hello, I am... from NOP Research. We are carrying out a survey amongst adults concerning the European Union. Is it convenient to talk to you now, it will take about 10 minutes?	OK	1	Q.D1
		Not OK	2	Arrange recall
Q.D1	RECORD SEX OF RESPONDENT - DO NOT ASK	Male	1	
		Female	2	Q.D2
Q.D2	First of all could I just check a few details with you. What was your age on your last birthday?	(RECORD ACTUAL AGE)		
		Refused	00	Q.D3
Q.D3	And at what age did you finish your full-time education?	(RECORD ACTUAL AGE)		
		Did not go to school	01	
		Still studying	99	Q.D4
		Refused	00	

Q.No	Question	Answer	Code	Skip to
Q.D4	<p>As far as your current occupation is concerned, would you say that you are self-employed, an employee, a manual worker or would you say that you are without a professional activity (that is you do not have a job)?</p> <p>PROBE TO PRECODES</p> <p>INTERVIEWER – WHEN CURRENT STATUS HAS BEEN DETERMINED, THEN ASK:</p> <p>Which of the following best describes your current occupation – READ OUT PRECODES THAT RELATE TO CURRENT STATUS. ONE ANSWER ONLY</p>			
Q.D4	<p>SELF-EMPLOYED Farmer/forester/fisherman</p> <p>Owner/proprietor of a shop or a craftsman (e.g builder/decorator/carpenter)</p> <p>Professional (e.g. Lawyer/ medical practitioner/ accountant/architect)</p> <p>Manager of a company</p> <p>Other (specify)</p> <hr/> <p>EMPLOYEE Professional (employed doctor/ lawyer/ accountant/architect)</p> <p>General management/director/ senior management</p> <p>Middle management</p> <p>Office clerk (clerical worker)</p> <p>Other employee (salesman/nurse etc.)</p> <p>Other (Specify)</p> <hr/> <p>MANUAL WORKER Supervisor/foreman (team leader etc.)</p> <p>Skilled manual work</p> <p>Unskilled manual worker</p> <p>Other (Specify)</p> <hr/> <p>WITHOUT A PROFESSIONAL ACTIVITY/ NOT WORKING Looking after the home</p> <p>Student (full-time)</p> <p>Retired</p> <p>Looking for a job</p> <p>Other (Specify)</p> <hr/> <p>Refused</p>	<p>() - ()</p> <p>11</p> <p>12</p> <p>13</p> <p>14</p> <p>15</p> <p>21</p> <p>22</p> <p>23</p> <p>24</p> <p>25</p> <p>26</p> <p>31</p> <p>32</p> <p>33</p> <p>34</p> <p>41</p> <p>42</p> <p>43</p> <p>44</p> <p>45</p> <p>99</p>	<p>Q.1</p>	

Q.No	Question	Answer	Code	Skip to
	<p>We are conducting a survey in the 15 countries of the European Union and in the United States about attitudes towards entrepreneurial activity. Supposing that you could choose between different kinds of jobs, which would you prefer to be ... READ OUT PRECODES</p>	<p>An employee or, self-employed (None of these) (DK)</p>	<p>1 2 3 4</p>	<p>Q.2</p>
Q.2	<p>If I were to ask you about the possibility of you setting up your own business or taking over someone else's business, which of the following statements best describes your reaction ...</p> <p>READ OUT PRECODES. ONE ANSWER ONLY</p>	<p>It had never entered your mind You have thought about it but not seriously You have thought about it seriously You have already set up your own business You have already taken over an existing business (DK/NA)</p>	<p>() 1 2 3 4 5 6</p>	<p>Q.3</p>
Q.3	<p>Which of the following, in your opinion, seem best qualified currently to advise people on setting up their own business? Is it a ...</p> <p>READ OUT PRECODES. ROTATE ORDER TWO ANSWERS ALLOWED</p>	<p>Lawyer/accountant/private consultant Bank Chamber of Commerce/business or trade association Public business support organisation Another entrepreneur Relative/friend (Other (Specify) _____) (Nobody) (DK/NA)</p>	<p>() 1 1 1 1 1 1 1 1 1</p>	<p>Q.4</p>
Q.4	<p>If you currently had the means to set up your own business, would you rather set up a new one or take over an existing business?</p> <p>ONE ANSWER ONLY</p>	<p>Set up a new business Take over an existing business (None of these/not interested) (DK/NA)</p>	<p>() 1 2 3 4</p>	<p>Q.5</p>

No	Question	Answer	Code	Skip to																																																															
Q.5	Do you strongly agree, agree, disagree or strongly disagree that ... READ OUT EACH STATEMENT																																																																		
	<table border="1"> <thead> <tr> <th></th> <th></th> <th>Strongly agree</th> <th>Agree</th> <th>Disagree</th> <th>Strongly disagree</th> <th>DK/NA</th> </tr> </thead> <tbody> <tr> <td>a)</td> <td>it is difficult to start ones own business due to a lack of available financial support</td> <td>() 1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>b)</td> <td>it is difficult to start one's own business due to the complex administrative procedure</td> <td>() 1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>c)</td> <td>entrepreneurship cannot be taught</td> <td>() 1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>d)</td> <td>I would be ready to pay for or allocate some of my free time to follow courses on how to start and run a business</td> <td>() 1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>e)</td> <td>people who start their own business and fail should be given a second chance</td> <td>() 1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>f)</td> <td>I would be less inclined to order goods from someone who has already failed in business</td> <td>() 1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>g)</td> <td>I would never invest money in a business managed by someone who has already failed in the past</td> <td>() 1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>h)</td> <td>one should not start a business if there is a risk it might fail</td> <td>() 1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </tbody> </table>			Strongly agree	Agree	Disagree	Strongly disagree	DK/NA	a)	it is difficult to start ones own business due to a lack of available financial support	() 1	2	3	4	5	b)	it is difficult to start one's own business due to the complex administrative procedure	() 1	2	3	4	5	c)	entrepreneurship cannot be taught	() 1	2	3	4	5	d)	I would be ready to pay for or allocate some of my free time to follow courses on how to start and run a business	() 1	2	3	4	5	e)	people who start their own business and fail should be given a second chance	() 1	2	3	4	5	f)	I would be less inclined to order goods from someone who has already failed in business	() 1	2	3	4	5	g)	I would never invest money in a business managed by someone who has already failed in the past	() 1	2	3	4	5	h)	one should not start a business if there is a risk it might fail	() 1	2	3	4	5			Q.6
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Q.6	In your opinion, where should basic knowledge about how to run a business be taught? Should it be ... READ OUT PRECODES MULTI ANSWERS ALLOWED	() At school (secondary education) 1 At university (tertiary education) 1 During specific courses for adults 1 Nowhere, it cannot be taught 1 (Elsewhere - Specify) 1 _____ (DK/NA) 1		Q.7a																																																															
Q.7a	If you were to set up a business today, which of the following would be the two risks you would be most afraid of ... READ OUT PRECODES - ROTATE ORDER TWO ANSWERS ALLOWED	The uncertainty of your income 1 Job insecurity 1 The risk of losing your property 1 The need to devote too much energy or time to it 1 The possibility of suffering a personal failure 1 The possibility of going bankrupt 1 (DK/NA) 1		Q.7b																																																															

Q.No	Question	Answer	Code	Skip to												
Q.7b	<p>And if the business went bankrupt, which of the following would be the two consequences you would be most afraid of ./..</p> <p>READ OUT PRECODES - ROTATE ORDER.</p> <p>MAXIMUM OF TWO ANSWERS ALLOWED</p>	<p>The financial consequence such as the loss of your property</p> <p>The legal consequences</p> <p>The consequences for others such as your employees, clients, shareholders</p> <p>The consequences for your family</p> <p>The negative reactions of your close relations/acquaintances</p> <p>Your own personal feelings</p> <p>(DK/NA)</p>	<p>()</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>	Q.8												
Q.8	<p>Could you please tell me what your mother's and father's occupations are/were?</p> <p>Were / are they READ OUT PRECODES</p>	<table border="0"> <tr> <td data-bbox="863 1115 1082 1167" rowspan="5" style="border: 1px solid black; text-align: center;">FATHER</td> <td data-bbox="1121 1122 1321 1151">Self Employed</td> </tr> <tr> <td data-bbox="1182 1189 1321 1218">Employee</td> </tr> <tr> <td data-bbox="1121 1256 1321 1285">Manual worker</td> </tr> <tr> <td data-bbox="1015 1323 1321 1388">Without a professional activity/without a job</td> </tr> <tr> <td data-bbox="1206 1426 1321 1456">(DK/NA)</td> </tr> <tr> <td data-bbox="863 1570 1082 1621" rowspan="5" style="border: 1px solid black; text-align: center;">MOTHER</td> <td data-bbox="1121 1599 1321 1628">Self-employed</td> </tr> <tr> <td data-bbox="1182 1666 1321 1695">Employee</td> </tr> <tr> <td data-bbox="1121 1733 1321 1762">Manual worker</td> </tr> <tr> <td data-bbox="1015 1800 1321 1865">Without a professional activity/without a job</td> </tr> <tr> <td data-bbox="1206 1904 1321 1933">(DK/NA)</td> </tr> </table>	FATHER	Self Employed	Employee	Manual worker	Without a professional activity/without a job	(DK/NA)	MOTHER	Self-employed	Employee	Manual worker	Without a professional activity/without a job	(DK/NA)	<p>()</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>()</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p>	Q.F
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Q.F	<p>Thank you very much for you help today. Before I close could I just check in which region of the country you live?</p> <p>PROBE TO PRECODES</p> <table border="0"> <tr><td>Cleveland, Durham</td><td>01</td><td>Kent</td><td>25</td></tr> <tr><td>Cumbria</td><td>02</td><td>Avon, Gloucestershire</td><td>26</td></tr> <tr><td>Northumberland</td><td>03</td><td>Wiltshire</td><td>27</td></tr> <tr><td>Tyne and Wear</td><td>04</td><td>Cornwall, Devon</td><td>28</td></tr> <tr><td>Humberside</td><td>05</td><td>Dorset, Somerset</td><td>29</td></tr> <tr><td>North Yorkshire</td><td>06</td><td>Hereford & Worcester</td><td>30</td></tr> <tr><td>South Yorkshire</td><td>07</td><td>Warwickshire</td><td>31</td></tr> <tr><td>West Yorkshire</td><td>08</td><td>Shropshire, Staffordshire</td><td>32</td></tr> <tr><td>Derbyshire</td><td>09</td><td>West Midlands(county)</td><td>33</td></tr> <tr><td>Nottinghamshire</td><td>10</td><td>Cheshire</td><td>34</td></tr> <tr><td>Leicestershire</td><td>11</td><td>Greater Manchester</td><td>35</td></tr> <tr><td>Northamptonshire</td><td>12</td><td>Lancashire</td><td>36</td></tr> <tr><td>Lincolnshire</td><td>13</td><td>Merseyside</td><td>37</td></tr> <tr><td>East Anglia</td><td>14</td><td>Clwyd, Dyfed</td><td>38</td></tr> <tr><td>Bedfordshire</td><td>15</td><td>Gwynedd, Powys</td><td>39</td></tr> <tr><td>Hertfordshire</td><td>16</td><td>Gwent</td><td>40</td></tr> <tr><td>Berkshire</td><td>17</td><td>M-S-W Glamorgan</td><td>41</td></tr> <tr><td>Buckinghamshire</td><td>18</td><td>Borders, Central Fife</td><td>42</td></tr> <tr><td>Oxfordshire</td><td>19</td><td>Lothian, Tayside</td><td>43</td></tr> <tr><td>Surrey</td><td>20</td><td>Dumfries, Galloway</td><td>44</td></tr> <tr><td>East/West Sussex</td><td>21</td><td>Strathclyde</td><td>45</td></tr> <tr><td>Essex</td><td>22</td><td>Highlands, Island</td><td>46</td></tr> <tr><td>Greater London</td><td>23</td><td>Grampians</td><td>47</td></tr> <tr><td>Hampshire, Isle of Wight</td><td>24</td><td></td><td></td></tr> </table>	Cleveland, Durham	01	Kent	25	Cumbria	02	Avon, Gloucestershire	26	Northumberland	03	Wiltshire	27	Tyne and Wear	04	Cornwall, Devon	28	Humberside	05	Dorset, Somerset	29	North Yorkshire	06	Hereford & Worcester	30	South Yorkshire	07	Warwickshire	31	West Yorkshire	08	Shropshire, Staffordshire	32	Derbyshire	09	West Midlands(county)	33	Nottinghamshire	10	Cheshire	34	Leicestershire	11	Greater Manchester	35	Northamptonshire	12	Lancashire	36	Lincolnshire	13	Merseyside	37	East Anglia	14	Clwyd, Dyfed	38	Bedfordshire	15	Gwynedd, Powys	39	Hertfordshire	16	Gwent	40	Berkshire	17	M-S-W Glamorgan	41	Buckinghamshire	18	Borders, Central Fife	42	Oxfordshire	19	Lothian, Tayside	43	Surrey	20	Dumfries, Galloway	44	East/West Sussex	21	Strathclyde	45	Essex	22	Highlands, Island	46	Greater London	23	Grampians	47	Hampshire, Isle of Wight	24				Q.G
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INTERVIEWER RECORD:

TOWN LIVED IN : _____

POST CODE : _____

 H LENGTH OF INTERVIEW IN MINUTES : _____