

Job No 474s1

Ireland	08 (1-2)
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Qaire Number

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(3-7)

*Good morning/afternoon/evening. I am from Irish Marketing Surveys Limited.
We are conducting a survey in the 15 countries of the European Union and in the United States concerning
entrepreneurial activity and I would be grateful for your help in answering some questions. Do you have
about 5 minutes to answer some questions?*

1. Suppose you could choose between different kinds of jobs, which one would you prefer: ...

- being an employee 1 (40)
- or being self-employed? 2
- (none of these) 3
- (DK/NA) 4

2. If I were to talk to you about setting up your own business, or taking over someone else's business, what expression would best describe your answer: ...?

[READ OUT – ONLY ONE ANSWER]

- It never came to your mind 1 (41)
- You casually thought about it 2
- You seriously thought about it 3
- You did it: you set up your own business 4
- You did it: you took over an existing business 5
- (DK/NA) 6

3. At present, who in your opinion seems best qualified to advise people on setting up their own business? Is it:

[READ OUT – ROTATE – MAXIMUM TWO ANSWERS]

- a) a lawyer/accountant/private consultant 1 (42)
- b) a bank 1 (43)
- c) a chamber of commerce/business association 1 (44)
- d) a public business support organisation 1 (45)
- e) another entrepreneur 1 (46)
- f) a relative/friend 1 (47)
- g) (other:) 1 (48)
- h) (nobody) 1 (49)
- i) (DK/NA) 1 (50)

4. 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?

[ONLY ONE ANSWER]

- set up a new one 1 (51)
- take over an existing business 2
- (none of these, not interested) 3
- (DK/NA) 4

5. Do you strongly agree, agree, disagree or strongly disagree with the following opinion?

- strongly agree 1
- agree 2
- disagree 3
- strongly disagree 4
- (DK/NA) 5

- a) It is difficult to start one's own business due to a lack of available financial support. (52)
- b) It is difficult to start one's own business due to the complex administrative procedures. (53)
- c) Entrepreneurship cannot be taught. (54)
- d) I would be ready to pay or to allocate some of my free time to follow courses on how to start and run a business. (55)
- e) People who have started their own business and have failed should be given a second chance. (56)
- f) I would be less inclined to order goods from someone who has already failed in business. (57)
- g) I would never invest money in a business managed by someone who has already failed in the past. (58)
- h) One should not start a business if there is a risk it might fail. (59)

6. In your opinion, where should basic knowledge of how to run a business be taught? Is it:...

[READ OUT - MULTIPLE ANSWERS POSSIBLE]

- a) at school or in secondary education 1 (60)
- b) at university or in tertiary education 1 (61)
- c) during specific courses for adults 1 (62)
- d) nowhere, it cannot be taught 1 (63)
- e) (somewhere else:)[SPECIFY] 1 (64)
- f) (DK/NA) 1 (65)

- 7a. If you were to set up a business today, which are the two risks you would be most afraid of? Is it:...

[READ OUT - ROTATE - MAXIMUM TWO ANSWERS]

- a) The uncertainty of your income 1 (66)
- b) Job insecurity 1 (67)
- c) The risk of losing your property 1 (68)
- d) The need to devote too much energy or time to it 1 (69)
- e) The possibility of suffering a personal failure 1 (70)
- f) The possibility of going bankrupt 1 (71)
- g) (DK/NA) 1 (72)

- ☐ 7b. And in case of bankruptcy of that business, what are the two consequences you would be most afraid of? Is it:..

[READ OUT - ROTATE - MAXIMUM TWO ANSWERS]

- | | | |
|---|---|------|
| a) Financial consequences, the loss of your property | 1 | (73) |
| b) Legal consequences, | 2 | (74) |
| c) Consequences for others, your employees, clients, shareholders .. | 3 | (75) |
| d) Consequences for your family | 4 | (76) |
| e) Negative reactions of your close relations and acquaintances | 5 | (77) |
| f) Your own personal feelings | 6 | (78) |
| g) (DK/NA) | 7 | (79) |

8. Could you tell me the occupation of your mother and father? Are they or were they self-employed, employees, manual workers or without a professional activity?

[READ OUT - ONLY ONE ANSWER]

- | | | |
|---|---|------|
| <input type="radio"/> 8a) Father: - self-employed | 1 | (80) |
| - employee | 2 | |
| - manual worker | 3 | |
| - without a professional activity | 4 | |
| - (DK/NA) | 5 | |
| 8b) Mother: - self-employed | 1 | (81) |
| - employee | 2 | |
| - manual worker | 3 | |
| - without a professional activity | 4 | |
| - (DK/NA) | 5 | |

[END OF INTERVIEW - THANK RESPONDENT]

Classification Details

SEX:

Male 1
 Female 2

(30)

AGE: (Record Exact Age)

(31-32)

Use code '00' if respondent refuses to answer

EDUCATION:

How old were you when you finished your full-time education? (Record Exact Age)

Use code '99' if respondent still at full-time school

Use code '00' if respondent refuses to answer

Use code '01' if never went to full-time school

(33-34)

REGION:

Dublin 1
 Rest of Leinster 2
 Munster 3
 Conn/Ulster 4

(37-38)

TYPE OF LOCALITY:

Metropolitan zone 1
 Other town/urban centre 2
 Rural zone 3

(39)

WHAT IS YOUR OCCUPATION?

As far as your current occupation is concerned, would you say you are self-employed, employee, manual worker or would you say that you are without a professional activity?

(35-36)

**[READ OUT LEFT ITEMS – THEN ASK TO SPECIFY ("that is to say")
 - ONLY ONE ANSWER]**

- Self-employed

→ i.e. : - farmer, forester, fisherman 11
 - owner of a shop, craftsman 12
 - professional (lawyer, medical practitioner, accountant, architect...) 13
 - manager of a company 14
 - other (SPECIFY) 15

- Employee

→ i.e. : - professional (employed doctor, lawyer, accountant, architect) 21
 - general management, director or top management 22
 - middle management 23
 - office clerk 24
 - other employee (salesman, nurse, etc) .. 25
 - other (SPECIFY) 26

- Manual worker

→ i.e. : - supervisor/foreman (team manager, etc ...) 31
 - manual worker 32
 - unskilled manual worker 33
 - other (SPECIFY) 34

Without a professional activity

→ i.e. : - looking after the home 41
 - student (full time) 42
 - retired 43
 - seeking a job 44
 - other (SPECIFY) 45

- (Refusal) 99

Length of Interview Mins

(9-10)