Identification of Nascent Entrepreneurs

Questionnaire

TeleNation
Chicago, Il
HELLO2: Hello my name is _________ and I am calling from TELENATION, a consumer opinion company in Chicago. Today we’re calling people all over the country and asking their opinions about a variety of topics – from products to current events.

USHHHEAD: Are you the head of household?

1. Yes 2. No

USHHSHOP: Do you consider yourself to be the primary grocery shopper in your household?

1. Yes 2. No Y. DK

USAGE: May I please have your age as of your last birthday? [ENTER EXACT AGE BELOW. IF RESPONDENT HESITATES, ENTER '0']

Enter age (18 - 99): ___________________________ R. Refused

USEDUC: What was the last grade of school you completed?

1. 8 years or less 2. 9 - 11 years 3. 12 years 4. 13 - 15 years

5. 16 years 6. 17 or more years R. Refused

USLABFR3: Are you employed full-time, employed part-time, retired, or not employed?

1. Full-time 2. Part-time 3. Retired

4. Not employed R. Refused

USMARR: Are you married?

1. Yes 2. No R. Refused
**USHHSIZE:** How many people live in your household at the present time? Please include yourself and any babies. [IF 8 OR MORE, ENTER ‘8’]

Enter number (1 - 8): __________________________  R. Refused

**USHH0005:** How many in your household are under six years old?

Enter number (0 - 20): _________________________  R. Refused

**USHH0612:** How many in your household are 6 through 12 years old?

Enter number (0 - 20): _________________________  R. Refused

**USHH1317:** How many in your household are 13 through 17 years old?

Enter number (0 - 20): _________________________  R. Refused

**USHOME:** Do you or does someone else in your household own your place of residence?

1. Yes  2. No  R. Refused

**USHISP:** Are you Hispanic, Latino or of Spanish origin?

1. Yes  2. No  R. Refused

**USETHNIC:** And which of the following best describes your race? [READ LIST]


4. Other  R. Refused
**USHHINC**: Household income

1. Under $15K  
2. $15K - $19,999  
3. $20K - $24,999  
4. $25K - $29,999  
5. $30K - $39,999  
6. $40K - $49,999  
7. $50K - $74,999  
8. $75K or more  
R. Refused

**BSTART**: Are you, alone or with others, now trying to start a new business?

1. Yes  
2. No  
X. Don’t know  
R. Refused

**BJOBST**: Are you, alone or with others, now trying to start a new business or new venture for your employer? An effort that is part of your job assignment?

1. Yes  
2. No  
X. Don’t know  
R. Refused

**CHECK POINT**

1. If **BSTART=1 or BJOBST=1** --> GO TO OWNER  
2. ELSE --> TERMINATE

**OWNER**: Will you own all, part or none of this new business? [DO NOT READ LIST. ENTER SINGLE RESPONSE.]

1. All  
2. Part  
3. None  
X. Don’t know  
R. Refused
**SUACTS:** In the past twelve months, have you done anything to help start this new business, such as looking for equipment or a location, organizing a start-up team, working on a business plan, beginning to save money, or any other activity that would help launch a new business?

1. Yes  
2. No  
X. Don't know  
R. Refused

**VOLUNT1:** A national study of those starting new businesses is being conducted through the University of Wisconsin. Those eligible will receive a cash payment. May they contact you?

1. Yes  
2. No  
X. Don't know  
R. Refused

**NAMEVOL:** May I have your first name only please?

Enter first name: _____________________________