

**Survey Research Center**

**University of Michigan**

**Identification of Nascent Entrepreneurs**

**Questionnaire**

**TeleNation  
Chicago, IL**

SRC/UM

PSED

**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?



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




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



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








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






**USMARR:** Are you married?

**USHHSIZE:** How many people live in your household at the present time? Please include yourself and any babies. [IF 8 OR MORE, ENTER '8']



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



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



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



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




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




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

**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 <b>BSTART=1</b> or <b>BJOBST=1</b> --> <b>GO TO OWNER</b>
2.	<b>ELSE --&gt; TERMINATE</b>

**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	<b>TERMINATE</b>

**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

**TERMINATE**

**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

**GO TO NAMEVOL**

**VOLUNT2:** You need not participate, but those that have find it interesting and very useful. Can the University of Wisconsin researchers contact you and tell you what is involved? You can always turn them down.

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

**TERMINATE**

**TERMINATE**

**TERMINATE**

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