

National Study of Business Start-Ups

Instructions

This questionnaire is designed for a wide variety of firms and people. Please answer as many questions as possible.

Do not spend too much time on any one question.

Anonymity and Confidentiality

This interview is confidential and completely voluntary – if you should come to any question that you don't want to answer, just go on to the next question.

If you have any questions or comments about this project or the questionnaire, please call [contact person], during normal business hours.

A1. Briefly, how did the (original) idea for starting a business develop?

A2. Which came first for you, the business idea or your decision to start some kind of business? **[CHECK ONE BOX ONLY]**

- 1. Business idea or opportunity came first
- 2. Desire to start a business came first
- 3. Idea or opportunity and desire to have a business came at the same time

A3. If you were looking for an appropriate idea for a business, about how many were considered before selecting this idea? **[CIRCLE ONE SELECTION ONLY]**

1 2 3 4 5 6-9 10-19 20-39 40+

A4. Has the business idea or opportunity changed very much since the beginning or is it pretty much the original concept? **[CHECK ONE BOX ONLY]**

- 1. Idea/opportunity has changed a great deal
- 2. Idea/opportunity has changed a little
- 3. Idea/opportunity is about the same

A5. Which of the following led to your business idea? **[CHECK ALL THAT APPLY]**

- a. It developed from another idea I was considering
- b. My experience in a particular industry or market
- c. Thinking about solving a particular problem
- d. Discussions with my friends and family
- e. Discussions with potential or existing customers
- f. Discussions with existing suppliers or distributors
- g. Discussions with potential or existing investors/lenders
- h. Knowledge or expertise with technology
- i. Other (please specify) _____

K1. Your reactions to this specific business start-up would also be very useful. How would you respond to the following descriptions of the firm and its situation?

[CIRCLE ONE NUMBER IN EACH ROW]

| | 1=Completely disagree | 2=Generally disagree | 3=Neutral | 4=Generally agree | 5=Completely agree |
|------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|----------------------|-----------|-------------------|--------------------|
| a. If I work hard, I can successfully start a business | 1 | 2 | 3 | 4 | 5 |
| b. Starting a business is much more desirable than other career opportunities I have | 1 | 2 | 3 | 4 | 5 |
| c. If I start a business, it will help me achieve other important goals in my life | 1 | 2 | 3 | 4 | 5 |
| d. Overall, my skills and abilities will help me start a business | 1 | 2 | 3 | 4 | 5 |
| e. My past experience will be very valuable in starting a business . | 1 | 2 | 3 | 4 | 5 |
| f. I am confident I can put in the effort needed to start a business . | 1 | 2 | 3 | 4 | 5 |
| g. If no action is taken to implement this business idea, an important location may not be available | 1 | 2 | 3 | 4 | 5 |
| h. If no action is taken to implement this business idea, important personal relationships may dissolve | 1 | 2 | 3 | 4 | 5 |
| i. If no action is taken to implement this business idea, the opportunity may not be available | 1 | 2 | 3 | 4 | 5 |
| j. I have engaged in a deliberate, systematic search for an idea for a new business | 1 | 2 | 3 | 4 | 5 |
| k. The best business ideas just come, without a need to search for them | 1 | 2 | 3 | 4 | 5 |
| l. For me, identifying business opportunities has involved several learning steps over time, rather than a one-time thing | 1 | 2 | 3 | 4 | 5 |
| m. If this business idea is not successful, I am willing to go to work for someone else | 1 | 2 | 3 | 4 | 5 |
| n. If this business idea is not successful, I am willing to try up to five other business ideas before I go to work for someone else . . | 1 | 2 | 3 | 4 | 5 |
| o. If this business idea is not successful, I am willing to try up to ten other business ideas before I go to work for someone else . . | 1 | 2 | 3 | 4 | 5 |
| p. Even if this business idea is not successful, I will never go to work for someone else | 1 | 2 | 3 | 4 | 5 |

L1. The following statements can be used to describe most people. How accurately would they describe you? [CIRCLE ONE NUMBER IN EACH ROW]

| | 1=Completely untrue | 2=Mostly untrue | 3=It depends | 4=Mostly true | 5=Completely true |
|------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------|--------------|---------------|-------------------|
| a. I can do anything I set my mind on doing | 1 | 2 | 3 | 4 | 5 |
| b. I do every job as thoroughly as possible | 1 | 2 | 3 | 4 | 5 |
| c. I spend a considerable amount of time making organizations I belong to function better | 1 | 2 | 3 | 4 | 5 |
| d. I would rather have my own business than pursue another promising career | 1 | 2 | 3 | 4 | 5 |
| e. There is no limit as to how long I would give maximum effort to establish my business | 1 | 2 | 3 | 4 | 5 |
| f. My personal philosophy is to “do whatever it takes” to establish my own business | 1 | 2 | 3 | 4 | 5 |
| g. Owning my own business is more important than spending time with my family | 1 | 2 | 3 | 4 | 5 |
| h. I have no trouble making and keeping friends | 1 | 2 | 3 | 4 | 5 |
| i. When I make plans I am almost certain to make them work | 1 | 2 | 3 | 4 | 5 |
| j. When I get what I want, it is usually because I worked hard for it | 1 | 2 | 3 | 4 | 5 |
| k. If I am about to leave home for a game or concert and discover I lost the ticket, I will buy another ticket and go anyway | 1 | 2 | 3 | 4 | 5 |
| l. When I decide whether to keep or sell an investment, I consider the investment’s current value rather than what I paid for it | 1 | 2 | 3 | 4 | 5 |
| m. I am very happy with my life overall | 1 | 2 | 3 | 4 | 5 |
| n. I would be proud of my children if they started their own business | 1 | 2 | 3 | 4 | 5 |
| o. I have been very impressed with the people I know well who have their own business | 1 | 2 | 3 | 4 | 5 |
| p. All things considered, I would probably choose the same career path again | 1 | 2 | 3 | 4 | 5 |
| n. I enjoy the challenge of situations that many consider “risky” . . | 1 | 2 | 3 | 4 | 5 |
| r. When confronted with a difficult problem I tend to delay a decision so I can collect more information | 1 | 2 | 3 | 4 | 5 |
| s. I rarely show my feelings | 1 | 2 | 3 | 4 | 5 |
| t. I usually know what is appropriate in any social situation | 1 | 2 | 3 | 4 | 5 |
| u. I consider myself a loner | 1 | 2 | 3 | 4 | 5 |
| v. Whatever emotion I feel on the inside tends to show on the outside | 1 | 2 | 3 | 4 | 5 |
| w. I am often concerned about what others think of me | 1 | 2 | 3 | 4 | 5 |
| x. I am a good judge of other people | 1 | 2 | 3 | 4 | 5 |
| y. I can talk to almost anybody about almost anything | 1 | 2 | 3 | 4 | 5 |

Consider two of your typical days over the past several weeks. First, a typical “work-day,” second, a typical “day off” – a day where you had little or no work activities.

M1. In the last week, how many days were work days? _____ days

M2. What day of the week was your last typical work day? **[CIRCLE ONE DAY ONLY]**

| | | | | | | |
|-----|-----|-----|-----|-----|-----|-----|
| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|

M3. In the last month, how many days were days off? _____ days

M4. What day of the week was your last typical day off? **[CIRCLE ONE DAY ONLY]**

| | | | | | | |
|-----|-----|-----|-----|-----|-----|-----|
| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|

M5. For the last typical work day and day off, please indicate how much time (within a quarter of an hour) was devoted to each daily activity. It should total to 24 hours.

| DAILY ACTIVITIES | Typical Work Day [Hours] | Typical Day Off [Hours] |
|--------------------------------------------------------------------------------|-----------------------------------------|----------------------------------------|
| a. Sleeping | _____ | _____ |
| b. Personal care (dressing, bathing, grooming) | _____ | _____ |
| c. Meals, eating | _____ | _____ |
| d. All work for pay, including travel | _____ | _____ |
| e. Working on a new business start-up, including travel | _____ | _____ |
| f. Household work (e.g., cooking, cleaning, laundry, yard work, repairs, etc.) | _____ | _____ |
| g. Infant and child care (feeding, bathing, dressing, etc.) | _____ | _____ |
| h. Care of older family members (chores, errands) | _____ | _____ |
| i. Personal time with spouse, others | _____ | _____ |
| j. Reading, TV, sports, recreation, hobbies, going out | _____ | _____ |
| k. Other (specify) _____ | _____ | _____ |
| Total | 24 hours | 24 hours |

P1. If you have any final comments about the national study of business start-ups or the interview procedure, we would like to hear them.

THANK YOU FOR YOUR HELP !!!

If the stamped, addressed envelope for [contact address] returning the questionnaire has been misplaced, please return to:

Entry # |__|__|__|__| ID # |__|__|__|__| Date Received: Mo:___Day:___Yr:___