Identification of Entrepreneurs

Questionnaire

ORC International Corporation
Princeton, NJ
ORC Survey Introduction

Hello, I’m (INTERVIEWER NAME) calling from Opinion Research Corporation of Princeton, New Jersey. We’re conducting a national survey of people’s opinions on subjects of interest to consumers and would like to have your household participate. We are not selling any products or services. We are only asking your opinions.

Now, may I please speak to a (male/female) 18 years of age or older who lives in this household.

Your answers will remain confidential. This call may be monitored for quality assurance.
FF1a. Which of the following would apply to you?

You are, alone or with others, currently trying to start a new business, including any self-employment or selling any goods or services to others. Does this apply to you?

01. YES 02. NO 98. DON'T KNOW 99. REFUSED

FF1b. You are, alone or with others, currently trying to start a new business or a new venture for your employer, an effort that is part of your normal work. Does this apply to you?

01. YES 02. NO 98. DON'T KNOW 99. REFUSED

FF1c. You are, alone or with others, currently the owner of a business you help manage, including self-employment or selling any goods or services to others. Does this apply to you?

01. YES 02. NO 98. DON'T KNOW 99. REFUSED

INTERVIEWER CHECKPOINT

1. IF "YES", "DON'T KNOW", "REFUSED" IN ANY FF1a, FF1b, FF1c --> GO TO FF2

2. OTHERS --> GO TO NEXT SECTION

FF2. (IF "YES" TO FF1a, FF1b, OR FF1c: You mentioned that you are trying to start a new business./ALL OTHER RESPONSES: Perhaps we were not clear on a previous question.) Over the past twelve months have you done anything to help start a 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 business?

01. YES 02. NO 98. DON'T KNOW 99. REFUSED

GO TO NEXT SECTION
FF3. Will you personally own all, part, or none of this new business?

01. ALL  
02. PART  
03. NONE  
98. DON’T KNOW  
99. REFUSED

GO TO NEXT SECTION

FF4. Has this business received any money, income, or fees for more than six of the past twelve months?

01. YES  
02. NO  
98. DON’T KNOW  
99. REFUSED

GO TO FF10

FF5. Has monthly revenue been more than monthly expenses for more than six of the past twelve months?

01. REVENUE GREATER THAN EXPENSES  
02. EXPENSES GREATER THAN REVENUE  
98. DON’T KNOW  
99. REFUSED

GO TO FF10

FF6. Did the monthly expenses include salaries or wages for the owners active in managing the business for more than six of the past twelve months?

01. YES  
02. NO  
98. DON’T KNOW  
99. REFUSED

GO TO NEXT SECTION

FF10. A national study of the work and career patterns of all Americans, including those not currently working, is being conducted by the University of Michigan. They would like your permission to allow them to contact you for the study. We would provide the University of Michigan with your telephone number and demographic information. This is completely voluntary, and all your information will remain confidential. Those who participate will receive a payment of $25. May they contact you?

01. YES  
02. NO  
98. DON’T KNOW  
99. REFUSED

GO TO FF12
FF11. Of course your participation in this study is voluntary, but it is an interview that many people find very interesting. Can the University of Michigan researchers contact you and tell you what is involved? You can change your mind at any time.

01. YES 02. NO 98. DON'T KNOW 99. REFUSED

GO TO NEXT SECTION

FF12. Thank you. May I have your first name only please?

ENTER FIRST NAME_________________________ 9. REFUSED

GO TO NEXT SECTION
### ORC Demographic Section

**SB.** I would like to ask where you, personally, USE the Internet. If YOU don’t USE the Internet at all please tell me. Do you USE the Internet from ...

<table>
<thead>
<tr>
<th>Option</th>
<th>Yes</th>
<th>No</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Home</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>b. Work</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. School</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>d. Some Other Location</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>e. Do Not Use the Internet</td>
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</tbody>
</table>

**SS.** Does your household currently subscribe to cable television or use a satellite dish or have both cable television and a satellite dish?

<table>
<thead>
<tr>
<th>Option</th>
<th>Yes</th>
<th>No</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cable</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satellite</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Both</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neither</td>
<td>96.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t Know</td>
<td></td>
<td></td>
<td></td>
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</table>

**S.** What is your ZIP Code?

Enter 5-digit ZIP Code: _________ 99999. Don’t Know

**S1.** Are you the (male/female) head of this household?

<table>
<thead>
<tr>
<th>Option</th>
<th>Yes</th>
<th>No</th>
<th>Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.</td>
<td></td>
<td>99.</td>
</tr>
<tr>
<td></td>
<td>2.</td>
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**S1a.** Are you currently employed full time, employed part time, retired, or not employed?

<table>
<thead>
<tr>
<th>Option</th>
<th>Yes</th>
<th>No</th>
<th>Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Time</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Part Time</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retired</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Not Employed</td>
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GO TO S3  GO TO S3  GO TO S3
### ORC S2. What is your occupation?

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<tbody>
<tr>
<td>1.</td>
<td>White Collar - Prof, Manag, Owner</td>
</tr>
<tr>
<td>2.</td>
<td>White Collar - Sales, Clerical</td>
</tr>
<tr>
<td>3.</td>
<td>Blue Collar - Craft, Foreman</td>
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<tr>
<td>4.</td>
<td>Blue Collar - Semiskill, Unskill</td>
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<tr>
<td>5.</td>
<td>Service Worker</td>
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<tr>
<td>195.</td>
<td>Other [SPECIFY]</td>
</tr>
<tr>
<td>199. Refused</td>
<td></td>
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</table>

### ORC S3. What is your current marital status? Are you married, living as married, single and never been married, divorced, separated, or widowed?

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<thead>
<tr>
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<tbody>
<tr>
<td>1.</td>
<td>Married</td>
</tr>
<tr>
<td>2.</td>
<td>Living As Married</td>
</tr>
<tr>
<td>3.</td>
<td>Single</td>
</tr>
<tr>
<td>4.</td>
<td>Divorced</td>
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<td>5.</td>
<td>Separated</td>
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<td>6.</td>
<td>Widowed</td>
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<tr>
<td>99. Refused</td>
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### ORC S3a. Are you a dual-income household, where BOTH the male and female heads of the household work and contribute to total household income?

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<tbody>
<tr>
<td>1.</td>
<td>Yes</td>
</tr>
<tr>
<td>2.</td>
<td>No</td>
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<td>99. Refused</td>
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### ORC S3b. Do you own or rent the dwelling in which you live?

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<table>
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<tbody>
<tr>
<td>1.</td>
<td>Own</td>
</tr>
<tr>
<td>2.</td>
<td>Rent</td>
</tr>
<tr>
<td>99. Refused</td>
<td></td>
</tr>
</tbody>
</table>

### ORC S4. Altogether, including you and any others, how many people regularly live in this household?

<table>
<thead>
<tr>
<th>ENTER NUMBER (01-10):</th>
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<tbody>
<tr>
<td>99. Refused</td>
<td></td>
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</tbody>
</table>

### ORC S5a. Are there any children living in your household under 6 years of age?

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<tbody>
<tr>
<td>1.</td>
<td>Yes</td>
</tr>
<tr>
<td>2.</td>
<td>No</td>
</tr>
<tr>
<td>99. Refused</td>
<td></td>
</tr>
</tbody>
</table>
**S5b.** Are there any children living in your household aged 6 through 11?

1. Yes  
2. No  
99. Refused

**S6.** Are there any children living in your household aged 12 through 17?

1. Yes  
2. No  
99. Refused

**S7.** What was the last grade in school you completed?

1. 8th Or Less  
2. HS Incomplete  
3. HS Complete  
4. Some College  
5. Assoc. Degree  
6. Bach. Degree  
7. Postgrad. Degree  
99. Refused

**S8.** What is your age?

1. 18-20  
2. 21-24  
3. 25-29  
4. 30-34  
5. 35-39  
6. 40-44  
7. 45-49  
8. 50-54  
9. 55-59  
10. 60-64  
11. 65-69  
12. 70-74  
13. 75 and up  
99. Refused

**S9a.** Are you Hispanic? That is, from a Spanish speaking country, or the descendent of someone from a Spanish speaking country.

1. Yes  
2. No  
99. Refused

**S9.** Which of the following best describes your race - White or Caucasian, Black or African American, Asian or Asian American, or some other race?

1. White/ Caucas  
2. Black/ AF Amer  
3. Asian/ Asia Amer  
4. Some Other Race  
99. Refused
**ORC S10.** Was your TOTAL household income BEFORE taxes for 2004 less than $40,000 or $40,000 or more?

- **YES**
- **NO**

  **S10a.** Was that under $15,000?
  
  - **YES**
  - **NO**

  **GO TO S11**

  **S10b.** Was that less than $25,000?
  
  - **YES**
  - **NO**

  **GO TO S11**

  **S10c.** Was that less than $30,000?
  
  - **YES**
  - **NO**

  **GO TO S11**

  **S10d.** Was that less than $35,000?
  
  - **YES**
  - **NO**

  **GO TO S11**

  **S10e.** Was that less than $50,000?
  
  - **YES**
  - **NO**

  **GO TO S11**

  **S10f.** Was that less than $60,000?
  
  - **YES**
  - **NO**

  **GO TO S11**

  **S10g.** Was that less than $75,000?
  
  - **YES**
  - **NO**

  **GO TO S11**

  **S10h.** Was that less than $100,000?
  
  - **YES**
  - **NO**

**ORC S11.** How many total telephone numbers does your household have? Please do not include extension phones, just different telephone numbers.

**ENTER NUMBER (1-5):**

99. Refused