



GEM 2011 ADULT POPULATION SURVEY (NO OPTIONAL MODULES)

IMPORTANT NOTE TO PROGRAMERS

THIS QUESTIONNAIRE MUST BE READ IN CONJUNCTION WITH THE REQUEST FOR PROPOSAL (RFP) IN ORDER THAT ALL REQUIREMENTS ARE FULLY MET.

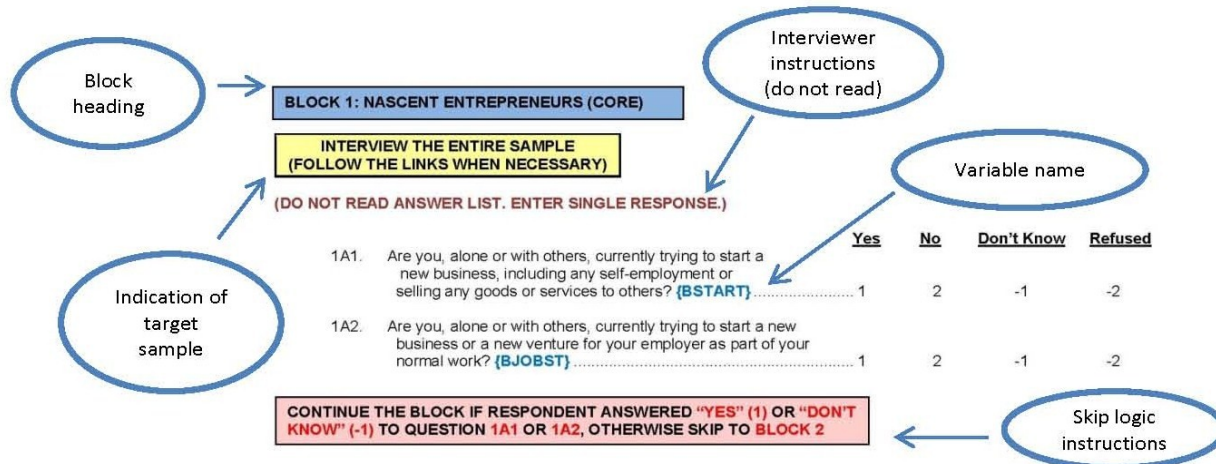
Two essential requirements are:

- i) the random selection of the respondent within a household, using various pre-agreed rules such as the 'next birthday' method
- ii) a minimum number of agreed call-backs that must be strictly followed (usually at least five)

IMPORTANT NOTE TO INTERVIEWERS

DO NOT READ "DON'T KNOW" AND "REFUSED" ANSWER CHOICES

CONTACT APS TEAM AT DATA@GEMCONSORTIUM.ORG IF YOU HAVE ANY QUESTIONS



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INTRODUCTION (CORE)

INTERVIEW THE ENTIRE SAMPLE

(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.)

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Refused</u>
i1. Do you know someone personally who started a business in the past 2 years? {KNOWENT}	1	2	-1	-2
i2. In the next six months, will there be good opportunities for starting a business in the area where you live? {OPPORT}	1	2	-1	-2
i3. Do you have the knowledge, skill and experience required to start a new business? {SUSKILL}	1	2	-1	-2
i4. Would fear of failure prevent you from starting a business? {FEARFAIL}	1	2	-1	-2

BLOCK 1: NASCENT ENTREPRENEURS (CORE)

INTERVIEW THE ENTIRE SAMPLE (FOLLOW THE LINKS WHEN NECESSARY)

(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.)

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Refused</u>
1A1. Are you, alone or with others, currently trying to start a new business, including any self-employment or selling any goods or services to others? {BSTART}	1	2	-1	-2
1A2. Are you, alone or with others, currently trying to start a new business or a new venture for your employer as part of your normal work? {BJOBST}	1	2	-1	-2

CONTINUE THE BLOCK IF RESPONDENT ANSWERED "YES" (1) OR "DON'T KNOW" (-1) TO QUESTION 1A1 OR 1A2, OTHERWISE SKIP TO BLOCK 2

1B. Over 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 business? **(DO NOT READ ANSWER LIST. ENTER A SINGLE RESPONSE. IF THERE IS MORE THAN ONE START-UP, THE INTERVIEWER MUST CHOSE THE ONE THE RESPONDENT CONSIDERS MORE LIKELY TO BECOME OPERATIONAL.) {SUACTS}**

- Yes 1
- No 2] → **SKIP TO BLOCK 2**
- Don't know -1
- Refused -2] → **SKIP TO BLOCK 2**

1C. How many months have you been involved in starting this business? **(ENCOURAGE BEST GUESS. DO NOT READ LIST OR VALID RANGE. ENTER SINGLE RESPONSE.) {SUPREP}**

- # _____ **(VALID RANGE 1-1,000)**
- Don't know -1
- Refused -2

1D1. Will you personally own all, part, or none of this business? **(DO NOT READ ANSWER LIST. ENTER A SINGLE RESPONSE.)** {SUOWN}

- All 1] → **(SKIP TO QUESTION 1E1)**
- Part..... 2
- None..... 3] → **SKIP TO BLOCK 2**
- Don't know -1
- Refused..... -2] → **(SKIP TO QUESTION 1E1)**

1D2. How many people, including yourself, will both own and manage this new business? **(DO NOT READ ANSWER LIST OR VALID RANGE. ENTER EXACT NUMBER FROM 2 TO 1,000. DO NOT ACCEPT RANGE. IF RESPONDENT IS UNSURE, ENCOURAGE BEST GUESS.)** {SUOWNERS}

- # _____ people **(VALID RANGE 2-1,000)**
- Don't know -1
- Refused..... -2

1E1. Has the new business paid any salaries, wages, or payments in kind, including your own, for more than three months? **(READ IF NECESSARY:)** "Payments in kind" refers to goods or services provided as payments for work rather than cash. **(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.)** {SUWAGE}

- Yes 1
- No..... 2] → **(SKIP TO QUESTION 1F)**
- Don't know -1
- Refused..... -2] → **(SKIP TO QUESTION 1F)**

1E2. What was the first year the founders of the business received wages, profits, or payments in kind from this business? **(READ IF NECESSARY:)** "Payments in kind" refers to goods or services provided as payments for work rather than cash. **(DO NOT READ ANSWER LIST OR VALID RANGE. RECORD ENTIRE 4 DIGIT YEAR. FOR EXAMPLE, YEAR "07" WOULD BE ENTERED AS "2007". IF NO PAYMENTS YET, RECORD AS -3.)** {SUWAGEYR}

- # _____ **(VALID RANGE 1800-2011)**] → **(SKIP TO QUESTION 1F)**
- No payments yet..... -3] → **(SKIP TO QUESTION 1F)**
- Don't know -1
- Refused..... -2] → **(SKIP TO QUESTION 1F)**

1E3. Did the founders of this business receive any wages, profits or payments in kind from this business before 1 January 2008?
(READ IF NECESSARY:) "Payments in kind" refers to goods or services provided as payments for work rather than cash.
(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {SUPAY2}

- Yes 1
- No..... 2
- Don't know-1
- Refused.....-2

1F. What kind of business is this? **(PROBE:)** What will it be selling? How would it be listed in a business directory, such as the phone book yellow pages? **(WRITE THE MOST COMPLETE POSSIBLE DESCRIPTION OF THE BUSINESS) {SUBUSTYPE}**

RECORD VERTATIM. PROBE FOR CLARIFICATION AND DETAIL. The respondent should provide a sentence that would clearly describe:

- 1) The nature of the product or service as well as
- 2) The primary customer base: other businesses or typical consumers
- 3) The detailed sector of activity

Ordinary types of businesses – restaurants, homebuilders, day care centers - need little elaboration. The description should allow one to determine what kind of product is manufactured, produced in agriculture, extracted in mining, created in construction, type of transportation or utility provided, what is traded at the wholesale or retail level and the specific nature of service –repair, financial business, medical, educational or social- delivered. "Hi Tech" or "e-commerce" are **NOT** adequate as business descriptions. If the business is doing several things, ask about the activity that will provide the most revenue.

1G1. Will all, some, or none of your potential customers consider this product or service new and unfamiliar?
(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {SUNEWCST}

- All 1
- Some..... 2
- None will consider this new and unfamiliar 3
- Don't know-1
- Refused.....-2

1G2. Right now, are there many, few, or no other businesses offering the same products or services to your potential customers? **(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {SUCOMPET}**

- Many business competitors 1
- Few business competitors 2
- No business competitors..... 3
- Don't know-1
- Refused.....-2

1G3. Have the technologies or procedures required for this product or service been available for less than a year, or between one to five years, or longer than five years? **(READ ANSWER LIST IF NECESSARY. ENTER SINGLE RESPONSE.) {SUNEWTEC}**

- Less than a year..... 1
- Between one to five years..... 2
- Longer than five years 3
- Don't know-1
- Refused.....-2

(DO NOT READ) →

1G4. What proportion of your customers will normally live outside your country? Is it more than 90%, more than 75%, more than 50%, more than 25%, more than 10%, or 10% or less? **(READ ANSWER LIST IF NECESSARY. ENTER SINGLE RESPONSE. IF RESPONDENT ANSWERS 25% EXACTLY, MARK CHOICE 4; IF 50% EXACTLY, MARK CHOICE 3, IF 75% EXACTLY MARK CHOICE 2.) {SUEXPORT}**

- More than 90%..... 1
- 75 to 90% 2
- 50 to 75% 3
- 25 to 50%, 4
- 10 to 25%, or..... 5
- Under 10 6
- None..... 7
- Don't know-1
- Refused.....-2

(DO NOT READ) →

ASK 1H1 ONLY IF RESPONDENT ANSWERED "YES," "DON'T KNOW" OR "REFUSED" TO QUESTION 1E1, OTHERWISE SKIP TO 1H2.

1H1. Not counting the owners, how many people are currently working for this business? Please include all exclusive subcontractors, meaning people or firms working ONLY for this business and not working for others as well. **(DO NOT READ ANSWER LIST OR VALID RANGE. ENTER EXACT AMOUNT FROM 0 TO 1,000,000. DO NOT ACCEPT A RANGE. IF RESPONDENT IS UNSURE, ENCOURAGE BEST GUESS.)** {SUNOWJOB}

_____ (VALID RANGE 0-1,000,000)
 Don't know.....-1
 Refused.....-2

1H2. Not counting owners, how many people, including both present and future employees, will be working for this business five years from now? Please include all exclusive subcontractors, meaning people or firms working ONLY for this business, and not working for others as well. **(DO NOT READ ANSWER LIST OR VALID RANGE. ENTER EXACT AMOUNT FROM 0 TO 1,000,000. DO NOT ACCEPT A RANGE. IF RESPONDENT IS UNSURE, ENCOURAGE BEST GUESS.)** {SUJR5JOB}

_____ (VALID RANGE 0-1,000,000)
 Don't know.....-1
 Refused.....-2

1K1. Are you involved in this start-up to take advantage of a business opportunity or because you have no better choices for work? **(READ ANSWER LIST IF NECESSARY. ENTER SINGLE RESPONSE.)** {SUREASON}

	Take advantage of business opportunity, or.....1	
	No better choices for work..... 2]→	SKIP TO BLOCK 1: INTRAPRENEURSHIP
	[Combination of both of the above..... 3	
	Have a job but seek better opportunities..... 4]→	SKIP TO BLOCK 1: INTRAPRENEURSHIP
	Other (SPECIFY) _____ {SUREASON_OTH} ... 5]→	SKIP TO BLOCK 1: INTRAPRENEURSHIP
(DO NOT READ) →	Don't know.....-1]→	SKIP TO BLOCK 1: INTRAPRENEURSHIP
	Refused.....-2]→	SKIP TO BLOCK 1: INTRAPRENEURSHIP

1K2. Which one of the following, do you feel, is the most important motive for pursuing this opportunity? **(READ ANSWER LIST. ENTER SINGLE RESPONSE.)** {SUOPTYPE}

	Greater independence1
	Increase personal income 2
	Just to maintain income 3
	[None of these (SPECIFY) ____ {SUOPTYPE_OTH}..... 4
(DO NOT READ) →	Don't know.....-1
	Refused.....-2

BLOCK 1: INTRAPRENEURSHIP (SPECIAL TOPIC)

INTERVIEW THE ENTIRE SAMPLE (FOLLOW THE LINKS WHEN NECESSARY)

1SP1. Are you in employment in addition to working on this new business?
(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {SUEMPADD}

Yes 1
No..... 2
Don't know-1
Refused.....-2

1SP2. Were you in employment before you started working on this new business?
(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {SUEMPBEF}

Yes 1
No..... 2
Don't know-1
Refused.....-2

CONTINUE BLOCK 1: INTRAPRENEURSHIP ONLY IF RESPONDENT ANSWERED "YES" (1) TO EITHER QUESTION 1SP1 OR 1SP2, OTHERWISE SKIP TO BLOCK 1: TEAM QUESTIONS

1SP3. Is your business idea based on an idea you encountered through your experience as an employee?
(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {SUSPIDEA}

Yes 1
No..... 2
Don't know-1
Refused.....-2

1SP4. Does, or will, one of your current or previous employers provide financial support or physical infrastructure to your new business?
(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {SUSPSUP}

- Yes 1
- No..... 2
- Don't know-1
- Refused.....-2

1SP5. Will you engage current or previous co-workers in the new business?
(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {SUSPCOWORK}

- Yes 1
- No..... 2
- Don't know-1
- Refused.....-2

1SP6. To what extent is the technology of your new business related to the core technologies of your most recent employer? Is it closely related, partially related or not related? **(READ ANSWER LIST IF NECESSARY. ENTER SINGLE RESPONSE.) {SUSPTECH}**

- Closely related 1
- Partially related 2
- Not related..... 3
- (DO NOT READ) → [Don't know-1
- [Refused.....-2

BLOCK 1: TEAM QUESTIONS (OPTIONAL)

IF NOT INCLUDING TEAM QUESTIONS MODULE, SKIP TO BLOCK 2

TEAM MAY ADD QUESTIONS FOR NASCENT ENTREPRENEURS IN THIS BLOCK. NUMBER QUESTIONS 1X1, 1X2, ETC.

BLOCK 2: OWNER-MANAGERS (CORE)

INTERVIEW THE ENTIRE SAMPLE (FOLLOW THE LINKS WHEN NECESSARY)

2A. Are you, alone or with others, currently the owner of a business you help manage, self-employed, or selling any goods or services to others? **(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.)** {OWNMGE}

- Yes 1
- No..... 2
- Don't know-1
- Refused.....-2

ASK QUESTION 2C ONLY IF RESPONDENT ANSWERED "YES" (1) TO QUESTION 2A AND "YES" (1) TO QUESTION 1B. OTHERWISE SKIP TO LOGIC BEFORE QUESTION 2D1.

2C. Is this the same business as you referred to in the previous questions, or is it a different business? **(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.)** {SU_OM}

- Same business..... 1] → **SKIP TO BLOCK 3**
- Different business..... 2
- Don't know.....-1
- Refused.....-2

CONTINUE THE BLOCK IF RESPONDENT ANSWERED "YES" (1) OR "DON'T KNOW" (-1) TO QUESTION 2A, OTHERWISE SKIP TO BLOCK 3.

Insert "perhaps..." if "don't know" in question 2A.

2D1. (Perhaps we were not clear on what we mean with a "business." If you personally share in the profits of selling any goods or services to others that can be a business.)

Do you personally own all, part, or none of this business? (DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) (INTERVIEWER NOTE: IF THERE IS MORE THAN ONE BUSINESS SELECT THE ONE THAT PROVIDES MOST JOBS) {OMOWN}

- All 1] → (SKIP TO QUESTION 2E2)
- Part..... 2
- None..... 3] → **SKIP TO BLOCK 3**
- Does not apply-3] → **SKIP TO BLOCK 3**
- Don't know.....-1
- Refused.....-2] → (SKIP TO QUESTION 2E2)

2D2. How many people, including yourself, both own and manage this business? (DO NOT READ ANSWER LIST OR VALID RANGE. ENTER EXACT AMOUNT FROM 2 TO 1,000. DO NOT ACCEPT A RANGE. IF RESPONDENT IS UNSURE, ENCOURAGE BEST GUESS.) {OMOWNERS}

- # _____ (VALID RANGE 2-1,000)
- Don't know-1
- Refused.....-2

2E2. What was the first year the founders of the business received wages, profits, or payments in kind from this business? (READ IF NECESSARY:) "Payments in kind" refers to goods or services provided as payments for work rather than cash. (DO NOT READ ANSWER LIST OR VALID RANGE. INTERVIEWER NOTE: RECORD ENTIRE 4 DIGIT YEAR, FOR EXAMPLE, YEAR "86" WOULD BE ENTERED AS "1986". IF NO PAYMENTS YET, RECORD AS -3.) {OMWAGEYR}

- # _____ (VALID RANGE 1800- 2011)] → (SKIP TO QUESTION 2F)
- No payments yet -3] → (SKIP TO QUESTION 2F)
- Don't know..... -1
- Refused..... -2] → (SKIP TO QUESTION 2F)

2E3. Did the founders of the business receive any wages, profits or payments in kind from this business before 1 January 2008?
(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {OMPAY2}

- Yes 1
- No..... 2
- Don't know -1
- Refused..... -2

2F. What kind of business is this? **(PROBE:)** What is it selling? How would it be listed in a business directory, such as the phone book yellow pages? **(WRITE THE MOST COMPLETE POSSIBLE DESCRIPTION OF THE BUSINESS) {OMBUSTYPE}**

RECORD VERVATIM. PROBE FOR CLARIFICATION AND DETAIL. The respondent should provide a sentence that would clearly describe:

- 1) The nature of the product or service as well as
- 2) The primary customer base: other businesses or typical consumers
- 3) The detailed sector of activity

Ordinary types of businesses –restaurants, homebuilders, day care centers- need little elaboration. The description should allow one to determine what kind of product is manufactured, produced in agriculture, extracted in mining, created in construction, type of transportation or utility provided, what is traded at the wholesale or retail level and the specific nature of service –repair, financial business, medical, educational or social- delivered. “Hi Tech” or “e-commerce” are **NOT** adequate as business descriptions. If the business is doing several things, ask about the activity that will provide the most revenue.

2G1. Do all, some, or none of your potential customers consider this product or service new and unfamiliar?
(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {OMNEWCST}

- All 1
- Some..... 2
- None consider this new and unfamiliar 3
- Don't know.....-1
- Refused.....-2

2G2. Right now, are there many, few, or no other businesses offering the same products or services to your potential customers? **(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {OMCOMPET}**

- Many business competitors 1
- Few business competitors 2
- No business competitors..... 3
- Don't know.....-1
- Refused.....-2

2G3. Have the technologies or procedures required for this product or service been available for less than a year, or between one to five years, or longer than five years? **(READ ANSWER LIST IF NECESSARY. ENTER SINGLE RESPONSE.) {OMNEWTEC}**

- Less than a year..... 1
- Between one to five years..... 2
- Longer than five years 3
- Don't know-1
- Refused.....-2

(DO NOT READ) →

2G4. What proportion of your customers normally live outside your country. Is it more than 90%, more than 75%, more than 50%, more than 25%, more than 10%, or 10% or less? **(READ ANSWER LIST IF NECESSARY. ENTER SINGLE RESPONSE. IF RESPONDENT ANSWERS 25% EXACTLY, MARK CHOICE 4; IF 50% EXACTLY, MARK CHOICE 3, IF 75% EXACTLY, CHOICE 2.) {OMEXPORT}**

- More than 90%..... 1
- 75 to 90% 2
- 50 to 75% 3
- 25 to 50%, 4
- 10 to 25%, or 5
- Under 10 6
- None..... 7
- Don't know-1
- Refused.....-2

(DO NOT READ) →

2H1. Not counting the owners, how many people are currently working for this business? Please include all exclusive subcontractors, meaning people or firms working ONLY for this business and not working for others as well. **(DO NOT READ ANSWER LIST OR VALID RANGE. ENTER EXACT NUMBER FROM 0 TO 1,000,000. DO NOT ACCEPT RANGE. IF RESPONDENT IS UNSURE, ENCOURAGE BEST GUESS.) {OMNOWJOB}**

- #_____ people **(VALID RANGE 0-1,000,000)**
- Don't know..... -1
- Refused..... -2

2H2. Not counting owners, how many people, including both present and future employees, will be working for this business five years from now? Please include all exclusive subcontractors, meaning people or firms working ONLY for this business, and not working for others as well. **(DO NOT READ ANSWER LIST OR VALID RANGE. ENTER EXACT NUMBER FROM 0 TO 1,000,000. DO NOT ACCEPT RANGE. IF RESPONDENT IS UNSURE, ENCOURAGE BEST GUESS.)** {OMYR5JOB}

_____ people (VALID RANGE 0-1,000,000)
 Don't know..... -1
 Refused..... -2

2K1. Did you become involved in this firm to take advantage of a business opportunity or because you had no better choices for work? **(READ ANSWER LIST IF NECESSARY. ENTER SINGLE RESPONSE.)** {OMREASON}

(DO NOT READ) → Take advantage of business opportunity, or.....1
 No better choices for work..... 2]→ (SKIP TO QUESTION 2L)
 [Combination of both of the above..... 3]
 [Have a job but seek better opportunities..... 4]→ (SKIP TO QUESTION 2L)
 [Other (SPECIFY) _____ {OMREASON_OTH}...5]→ (SKIP TO QUESTION 2L)
 [Don't know.....-1]→ (SKIP TO QUESTION 2L)
 [Refused.....-2]→ (SKIP TO QUESTION 2L)

2K2. Which one of the following, do you feel, was the most important motive for pursuing this opportunity? **(READ ANSWER LIST. ENTER SINGLE RESPONSE.)** {OMOPTYPE}

(DO NOT READ) → Greater independence1
 Increase personal income2
 Just to maintain income3
 [None of these (SPECIFY) ____ {OMOPTYPE_OTH}... 4]
 [Don't know.....-1]
 [Refused.....-2]

2L. Did you start this business? Were you one of its first owners and managers? **(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.)** {OMRSTART}

Yes..... 1
 No.....2
 Don't know.....-1
 Refused.....-2

BLOCK 2: INTRAPRENEURSHIP (SPECIAL TOPIC)

INTERVIEW THE ENTIRE SAMPLE (FOLLOW THE LINKS WHEN NECESSARY)

2SP1. Are you in employment in addition to owning and managing this business?
(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {OMEMPADD}

- Yes 1
- No..... 2
- Don't know-1
- Refused.....-2

2SP2. Were you in employment before you owned and managed this business?
(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {OMEMPBEF}

- Yes 1
- No..... 2
- Don't know-1
- Refused.....-2

CONTINUE BLOCK 2: INTRAPRENEURSHIP ONLY IF RESPONDENT ANSWERED “YES” (1) TO EITHER QUESTIONS 2SP1 OR 2SP2. OTHERWISE SKIP TO BLOCK 2: TEAM QUESTIONS.

2SP3. Is your business idea based on an idea you encountered through your experience as an employee?
(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {OMSPIDEA}

- Yes 1
- No..... 2
- Don't know-1
- Refused.....-2

2SP4. Does, or did, one of your current or previous employers provide financial support or physical infrastructure to your business?
(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {OMSPSUP}

- Yes 1
- No..... 2
- Don't know-1
- Refused.....-2

2SP5. Have you engaged previous co-workers in your business, or are you planning to engage current or previous co-workers?
(READ ANSWER LIST IF NECESSARY. ENTER SINGLE RESPONSE.) {OMSPCOWORK}

- Yes, have engaged 1
- Yes, planning to engage 2
- No..... 3
- (DO NOT READ) → [Don't know-1
- [Refused.....-2

2SP6. To what extent is the technology of your business related to the core technologies of your most recent employer? Is it closely related, partially related or not related? **(READ ANSWER LIST IF NECESSARY. ENTER SINGLE RESPONSE.) {OMSPTECH}**

- Closely related 1
- Partially related 2
- Not related..... 3
- (DO NOT READ) → [Don't know-1
- [Refused.....-2

BLOCK 2: TEAM QUESTIONS (OPTIONAL)

IF NOT INCLUDING TEAM QUESTIONS MODULE, SKIP TO BLOCK 3

TEAM MAY ADD QUESTIONS FOR OWNER-MANAGERS IN THIS BLOCK. NUMBER QUESTIONS 2X1, 2X2, ETC.

BLOCK 3: POTENTIAL ENTREPRENEURS AND DISCONTINUERS (CORE)

INTERVIEW THE ENTIRE SAMPLE (FOLLOW THE LINKS WHEN NECESSARY)

3A. Are you, alone or with others, expecting to start a new business, including any type of self-employment, within the next three years? **(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {FUTSUP}**

- Yes 1
- No..... 2
- Don't know-1
- Refused.....-2

3B. Have you, in the past 12 months, sold, shut down, discontinued or quit a business you owned and managed, any form of self-employment, or selling goods or services to anyone? **(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {DISCENT}**

- Yes 1
- No..... 2]→ **SKIP TO BLOCK 3: TEAM QUESTIONS**
- Don't know-1]→ **SKIP TO BLOCK 3: TEAM QUESTIONS**
- Refused.....-2]→ **SKIP TO BLOCK 3: TEAM QUESTIONS**

3C1. Did the business continue its business activities after you quit? **(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {EXBUSCON}**

- Yes 1
- No..... 2
- Business continued but activities changed 3
- Don't know-1
- Refused.....-2

3C2. What was the most important reason for quitting this business? **{EXREASON}**
(READ ANSWER LIST FROM TOP TO BOTTOM. ENTER SINGLE RESPONSE.)

- An opportunity to sell the business.....1
- The business was not profitable.....2
- Problems getting finance..... 3
- Another job or business opportunity.....4
- The exit was planned in advance..... 5
- Retirement.....6
- Personal reasons.....7
- An incident..... 8
- [Other **(SPECIFY)** _____ **{EXREASON_OTH}**... 9
- [Don't know.....-1
- [Refused.....-2

**(DO NOT
 READ) →**

BLOCK 3: TEAM QUESTIONS (OPTIONAL)

IF NOT INCLUDING TEAM QUESTIONS MODULE, SKIP TO BLOCK 4

TEAM MAY ADD QUESTIONS FOR POTENTIAL ENTREPRENEURS AND DISCONTINUERS IN THIS BLOCK. NUMBER QUESTIONS 3X1, 3X2, ETC.

BLOCK 4: INFORMAL INVESTORS (CORE)

INTERVIEW THE ENTIRE SAMPLE (FOLLOW THE LINKS WHEN NECESSARY)

4A. Have you, in the past three years, personally provided funds for a new business started by someone else, excluding any purchases of stocks or mutual funds? **(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.)** {BUSANG}

- Yes 1
- No 2]→ **SKIP TO BLOCK 5**
- Don't know -1
- Refused -2]→ **SKIP TO BLOCK 5**

Insert "perhaps..." if "don't know" in question 4A.

4B. **(Perhaps we were not clear on the previous question. You may have provided financial support to a friend or family member starting a business in the past three years.)**

Approximately how much, in total, have you personally provided to these business start-ups in the past three years, not counting any investments in publicly traded stocks or mutual funds? **(RECORD AMOUNT IN NATIONAL CURRENCY.) (INTERVIEWER NOTE: IF RESPONDENT SAYS "HAVEN'T PROVIDED FUNDS" RECORD AS -3.)** {BAFUND}

- \$_____ **(VALID RANGE 1-1,000,000,000)**
- Haven't provided funds -3]→ **SKIP TO BLOCK 5**
- Don't know -1
- Refused -2

4C. What was your relationship with the person that received your most recent personal investment? Was this a...
(READ ANSWER LIST. ENTER SINGLE RESPONSE.) {BAREL}

- Close family member, such as a spouse,
 brother, child, parent, or grandchild1
- Some other relative, kin, or blood relation2
- A work colleague.....3
- A friend or neighbor, or4
- A stranger with a good business idea5
- Other **(SPECIFY)** _____ **{BAREL_OTH}**6
- Don't know..... -1
- Refused..... -2

**(DO NOT
 READ) →**

BLOCK 4: TEAM QUESTIONS (OPTIONAL)

IF NOT INCLUDING TEAM QUESTIONS MODULE, SKIP TO BLOCK 5

TEAM MAY ADD QUESTIONS FOR INFORMAL INVESTORS IN THIS BLOCK. NUMBER QUESTIONS 4X1, 4X2, ETC.

BLOCK 5

INTERVIEW THE ENTIRE SAMPLE

(INTERVIEWER NOTE: IF RESPONDENT HESITANT TO PROVIDE OCCUPATION STATUS BECAUSE IT IS SENSITIVE INFORMATION, INTERVIEWER CAN ADVISE THE RESPONDENT THAT IT WILL BE USED FOR RESEARCH PURPOSES ONLY AND WILL NOT BE LINKED TO THEIR PERSONAL IDENTITY.)

5E. Which of the following describes your current employment status? Chose all that apply. {OCCU}

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Refused</u>
5E1. Employed by others in full-time work {OCCUFULL}	1	2	-1	-2
5E2. Employed by others in part-time work {OCCUPART}	1	2	-1	-2
5E3. Self-employed {OCCUSELF}	1	2	-1	-2
5E4. Seeking employment {OCCUSEEK}	1	2	-1	-2
5E5. Not working because I am retired or disabled {OCCURD}	1	2	-1	-2
5E6. A student {OCCUSTU}	1	2	-1	-2
5E7. Full-time home-maker {OCCUHOME}	1	2	-1	-2
5E8. Other (SPECIFY) _____ {OCCU_OTH}				

BLOCK 5: INTRAPRENEURSHIP (SPECIAL TOPIC)

INTERVIEW THE ENTIRE SAMPLE (FOLLOW THE LINKS WHEN NECESSARY)

ASK QUESTION 5SP1 IF RESPONDENT ANSWERED “YES” TO 5E1 OR 5E2, OTHERWISE SKIP TO BLOCK 5: TEAM QUESTIONS.

5SP1. What type of organization are you working for: for a private for-profit firm, for the government or for a not for-profit organization?
(READ ANSWER LIST IF NECESSARY. ENTER SINGLE RESPONSE.) {IPORGTTYPE}

- Private for- profit 1
- Government 2
- Not for-profit 3
- Other **(SPECIFY)** ____ **{IPORGTTYPE_OTH}**.... 4

(DO NOT READ) → [Don't know-1
[Refused.....-2

5SP1a. **INTERVIEWER SHOULD INDICATE IF RESPONDENT ANSWERED “OTHER” (4) TO QUESTION 5SP1 BUT DIDN'T SPECIFY EITHER BECAUSE THEY DIDN'T KNOW OR REFUSED TO ANSWER. {IPORGTTYPE_OTHDR}**

- Don't know.....-1
- Refused.....-2

5SP2. How many employees are there in the organization you are working for? **(DO NOT READ ANSWER LIST OR VALID RANGE. ENTER EXACT AMOUNT FROM 0 TO 1,000,000. ENCOURAGE BEST GUESS.) {IPORGTSIZE}**

- # _____ **(VALID RANGE 0-1,000,000)**
- Don't know.....-1
- Refused.....-2

5SP3. In the last three years, have you been involved in the development of new activities for your main employer, such as developing or launching new goods or services, or setting up a new business unit, a new establishment or subsidiary?
(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {IPACTIVE}

Yes 1
No..... 2] → **SKIP TO BLOCK 5: TEAM QUESTIONS**
Don't know-1
Refused.....-2] → **SKIP TO BLOCK 5: TEAM QUESTIONS**

5SP4. And are you currently involved in the development of such new activity?

PHRASE FULL QUESTION IF NECESSARY: Are you currently in the development of new activities for your main employer, such as developing or launching new goods or services, or setting up a new business unit, a new establishment or subsidiary?
(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {IPACTIVENOW}

Yes 1
No..... 2
Don't know-1
Refused.....-2

5SP5 AND 5SP6. **INTRODUCTION:** I will now mention two phases that can be identified for developing new activities. Could you indicate for each of these phases whether you have made a contribution in the past three years?

5SP5. The first phase consists of idea development for a new activity. This includes for example active information search, brainstorming on new activities and submitting your own ideas to management. Have you been actively involved in this phase in the past three years?
(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {IPPHASE1}

Yes 1
No..... 2 → **(SKIP TO QUESTION 5SP6)**
Don't know-1 → **(SKIP TO QUESTION 5SP6)**
Refused.....-2 → **(SKIP TO QUESTION 5SP6)**

5SP5A. And could you tell me whether you had a leading or a supporting role in this phase?
(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {IPPHASE1ROLE}

Leading role 1
Supporting role 2
Both 3
Don't know-1
Refused.....-2

5SP6. The second phase concerns preparation and implementation of a new activity. This includes for example promoting your idea, preparing a business plan, marketing the new activity or finding financial sources and acquiring a team of workers. Have you been actively involved in this phase in the past three years? **(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.)** {IPPHASE2}

- Yes 1
- No..... 2 → **(SKIP TO QUESTION 5SP7)**
- Don't know-1 → **(SKIP TO QUESTION 5SP7)**
- Refused.....-2 → **(SKIP TO QUESTION 5SP7)**

5SP6A. And could you tell me whether you had a leading or a supporting role in this phase?
(DO NOT READ ANSWER LIST. ENTER SINGLE RESPONSE.) {IPPHASE2ROLE}

- Leading role 1
- Supporting role..... 2
- Both 3
- Don't know-1
- Refused.....-2

5SP7. **INTRODUCTION.** I would like you to consider the most significant new activity you have been actively involved with in the past three years for your main employer. The next questions deal with this particular new activity.

Could you describe this new activity in one sentence? {IPTYPE}

5SP8. How many people do you expect to be working on the new activity five years after its introduction?
(DO NOT READ ANSWER LIST OR VALID RANGE. ENTER EXACT AMOUNT FROM 0 TO 1,000,000. DO NOT ACCEPT RANGE. ENCOURAGE BEST GUESS.) {IPJOB5YR}

- # _____ **(VALID RANGE 0-1,000,000)**
- Don't know.....-1
- Refused.....-2

BLOCK 5: TEAM QUESTIONS (OPTIONAL)

IF NOT INCLUDING TEAM QUESTIONS MODULE, SKIP TO BLOCK 7

TEAM MAY ADD QUESTIONS FOR THE ENTIRE SAMPLE IN THIS BLOCK. NUMBER QUESTIONS 5X1, 5X2, ETC.

BLOCK 7: REQUIRED DEMOGRAPHICS

INTERVIEW THE ENTIRE SAMPLE: the following questions comprise the minimum set of demographics that must be asked to the total sample

(INTERVIEWER NOTE: IF RESPONDENT HESITANT TO REVEAL INFORMATION, INTERVIEWER CAN ADVISE THE RESPONDENT THAT DEMOGRAPHICS ARE FOR STATISTICAL PURPOSES ONLY AND WILL NOT BE LINKED TO THEIR PERSONAL IDENTITY.)

A. What is your gender? **(DO NOT READ ANSWER LIST.)** {GENDER}

- Male..... 1
- Female..... 2
- Don't know..... -1
- Refused..... -2

B. What is your current age (in years)? **(DO NOT READ ANSWER LIST.)** {AGE}

- Enter exact age at time of interview _____ → **(SKIP TO D)**
- Don't know..... -1 → **(ASK C)**
- Refused..... -2 → **(ASK C)**

WHERE RESPONDENT REFUSED TO PROVIDE CURRENT AGE ASK THE QUESTION BELOW. OTHERWISE SKIP TO QUESTION E.

C. I am now going to read a list of age ranges. Would you be willing to indicate the range that best describes your age?
(READ ANSWER LIST.) {AGE7C}

- Below 18..... 1
- 18-24..... 2
- 25-34..... 3
- 35-44..... 4
- 45-54..... 5
- 55-64..... 6
- 65-99..... 7

(DO NOT READ) →

- Missing/Refused..... -2

E. How many members make up your permanent household, including you?
(DO NOT READ ANSWER LIST OR VALID RANGE) {HHSIZE}

Enter the actual number of the household's size _____

Don't know..... -1
Refused..... -2

F. Now I am going to read a list of income ranges. Which of these ranges best describes the total annual income of all the members of your household, including your income, as one combined figure? {XXHHINC}

Vendor to create at least 6 income bands appropriate to their country, and record information in official local currency. Use more than 6 bands if necessary. Apply any bandwidth considered appropriate. Bandwidths do not necessarily have to equal each other.

Suggestion: if unsure how to create income bands, try to obtain from official government sources, a figure that represents the national average annual household income in your country. From there, begin to create bands around the average, working your way outwards in both directions.

Example of how annual household income bands might be constructed:

€ 0 to € 20,0001
€ 20,001 to € 40,0002
€ 40,001 to € 60,0003
€ 60,001 to € 80,0004
€ 80,001 to € 100,0005
More than € 100,0006
Don't know..... -1
Refused..... -2

G. What is the highest level of education you have completed? (READ LIST IF NECESSARY.) {XXREDUC}

(VENDOR TO PROVIDE CODINGS 1-XX OF STANDARD NATIONAL EDUCATIONAL CLASSIFICATION SCHEME, RANGING FROM “NONE” TO “UNIVERSITY DEGREE”. PLEASE INCLUDE CATEGORIES IN SOME DETAIL – ABOUT 10 CATEGORIES IF APPLICABLE.)

(DO NOT READ) → [Don't know..... -1
[Refused..... -2

Example of education categories:

Pre-primary education.....0
Primary education or first stage of basic education1
Lower secondary or second stage of basic education2
(Upper) secondary education.....3
Post-secondary non-tertiary education4
First stage of tertiary education.....5
Second stage of tertiary education6

H. Survey vendor to provide the name of the city in which the respondent lives. {XXCITY}

Vendor to list all major cities and code them 1,2 ,3...

Does not apply/does not live in a city..... -3
Don't know..... -1
Refused..... -2

Where this information cannot be entered by the survey vendor or interviewer, Interviewer to ask respondent the following question:

What is the name of the city in which you live?

Vendor to list response_____

Does not apply/does not live in a city..... -3
Don't know..... -1
Refused..... -2

I. Survey vendor to provide the name of the main region in which the respondent lives. {XXREGION}

Vendor to list all main regions and code them 1, 2, 3...

Don't know..... -1
Refused..... -2

J. Vendor to retrieve list of each individual stratum that the proposed sample was to be drawn from. {XXSTRATA}

Each stratum should be listed in the Strata worksheet of the Excel workbook **2011 GEM APS Methodology, Strata and Fieldwork**.

Vendor to now consult the Strata worksheet and under {XXSTRATA}, enter the corresponding strata number the respondent interviewed was selected from.

For example, the third strata should be listed on the third row of the worksheet. In this case, the number '3' should be entered against the respondent for this variable {XXSTRATA}.

BLOCK 7: TEAM QUESTIONS (OPTIONAL)

IF NOT INCLUDING TEAM QUESTIONS MODULE, THIS IS THE END OF THE SURVEY

TEAM MAY ADD DEMOGRAPHIC QUESTIONS IN THIS BLOCK. NUMBER QUESTIONS K THROUGH Z

IMPORTANT NOTE TO PROGRAMERS

For all cases where the survey is conducted in a language other than English, please provide the English translation for the open ended questions in the following variables. These may be left blank if the survey is conducted in English.

BLOCK 1

- 1F. **English translation:** What kind of business is this? {ENG_SUBUSTYPE}
- 1K1. **English translation:** Are you involved in this start-up to take advantage of a business opportunity or because you have no better choices for work? Other (SPECIFY) _____ {ENG_SUREASON_OTH}
- 1K2. **English translation:** Which one of the following, do you feel, is the most important motive for pursuing this opportunity: to have greater independence and freedom in your working life; to increase your personal income; or just to maintain your personal income? None of these (SPECIFY) _____ {ENG_SUOPTYPE_OTH}

BLOCK 2

- 2F. **English translation:** What kind of business is this? {ENG_OMBUSTYPE}
- 2K1. **English translation:** Are you involved in this firm to take advantage of a business opportunity or because you have no better choices for work? Other (SPECIFY) _____ {ENG_OMREASON_OTH}
- 2K2. **English translation:** Which one of the following, do you feel, was the most important motive for pursuing this opportunity: to have greater independence and freedom in your working life; to increase your personal income; or just to maintain your personal income? None of these (SPECIFY) _____ {ENG_OMOPTYPE_OTH}

BLOCK 3

- 3C2. **English translation:** What was the most important reason for quitting this business? Other (SPECIFY) _____ {ENG_EXREASON_OTH}

BLOCK 4

- 4C. **English translation:** What was your relationship with the person that received your most recent personal investment? Other (SPECIFY) _____ {ENG_BAREL_OTH}

BLOCK 5

- 5E8. **English translation:** Which of the following describes your current employment status? Other **(SPECIFY)** _____
{ENG_OCCU_OTH}

- 5SP1. **English translation:** What type of organization are you working for: for a private for-profit firm, for the government or for a not for-profit organization? Other **(SPECIFY)** _____ {ENG_IPORGTTYPE_OTH}

- 5SP7. **English translation:** I would like you to consider the most significant new activity you have been actively involved with in the past three years for your main employer. The next questions deal with this particular new activity. Could you describe this new activity in one sentence? {ENG_IPTYPE}