

Understanding Motivations for Entrepreneurship

Maintage Questionnaire

J5306

Date 28/2/15

Telephone

Sample variables to use for text subs / text sub routing in script

'SAMPTYPE' - Sample variable for text sub routing and routing at start of section C: Type of business from GEM sample

SAMTYPE=NASCENT	Respondent was in the process of setting up their business at time of GEM interview	1
SAMTYPE=NEW BUSINESSES ('CURRENT')	Respondent's business was active at the time of GEM interview	2
SAMTYPE=CLOSED	Respondent's business had closed at the time of GEM interview	3

'GEM_TEXT' Sample variable – to insert as text in text subs: GEM DESCRIPTION FROM SAMPLE

Text description of business activity from GEM
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'GEM_YEAR2' Sample variable for text sub routing: Whether interviewed for GEM in 2013 or before 2013

GEM YEAR 2013	If respondent was interviewed in 2013 they will get the text sub 'BMG Research' at S2	1
GEM YEAR NOT 2013	If respondent was interviewed before 2013 they will get the text sub 'we' at S2	2

'COUNTRY' Sample variable for text sub routing: UK country respondent is from

England	Respondent was from England on GEM sample – respondent will get the 'ENGLAND' text sub at S2	1
Scotland	Respondent was from England on GEM sample – respondent will get the 'SCOTLAND' text sub at S2	2
Wales	Respondent was from England on GEM sample – respondent will get the 'WALES' text sub at S2	3
Northern Ireland	Respondent was from England on GEM sample – respondent will get the 'NORTHERN IRELAND' text sub at S2	4

Screener

ASK PERSON WHO ANSWERS PHONE

- S1 **Good morning / afternoon / evening, my name is NAME and I'm calling from IFF Research. Please can I speak to NAME?**

ADD IF NECESSARY: **[NAME] has previously completed a survey and had agreed that we could recontact them again for future research.**

Transferred	1	CONTINUE
Hard appointment	2	MAKE APPOINTMENT
Soft Appointment	3	
Refusal	4	CLOSE
Not available in deadline	5	
Engaged	6	
Fax Line	7	
No reply / Answer phone	8	
Dead line	9	
Not known at this address	10	

WHEN TRANSFERRED TO NAMED RESPONDENT

S2 **Good morning / afternoon / evening, my name is NAME, calling from IFF Research, an independent market research company.**

We are calling because you completed a survey in [GEM YEAR FROM SAMPLE] that [IF GEM YEAR NOT 2013: we; IF GEM YEAR 2013: BMG Research] conducted on behalf of:

- **IF ENGLAND: The Department for Business Innovation and Skills (BIS), Aston Business School and the GEM Consortium**
- **IF WALES: The Welsh Government, the Department for Business Innovation and Skills (BIS) Aston Business School and the GEM Consortium**
- **IF SCOTLAND: Strathclyde Business School , the Department for Business Innovation and Skills (BIS) and the GEM Consortium**
- **IF NORTHERN IRELAND: Invest NI , the Department for Business Innovation and Skills (BIS) and the GEM Consortium**

The survey was about a business or enterprise [IF NASCENT: you were trying to set up; IF CURRENT: you were running; IF CLOSED: you had run in the past]. On that occasion, you kindly agreed that you could be re-contacted for research purposes at a later date.

ADD IF NECESSARY: The business or enterprise you completed a survey about in [GEM YEAR FROM SAMPLE] was [INSERT GEM BUSINESS DESCRIPTION].

We're now conducting a survey on behalf of BIS recontacting people such as yourself to learn more about the different reasons people have for setting up businesses or becoming self-employed and [IF NASCENT: their experiences of trying to do so since the last time we spoke to them; IF CURRENT: their experiences since we last spoke to them; IF CLOSED: to learn more about difficulties associated with running a business/being self-employed and what people move on to after running a particular business]. It does not matter whether you are still working at the business or whether the business is still active or not.

The research findings will be used by BIS to understand how best to deliver relevant, effective support to those wishing to become self-employed or run a business in future.

Would you be willing to take part in the interview now, over the phone – it will take around 20 minutes depending on your answers. If you are not free now, can I make an appointment to call you back at a time that is convenient?

DP: We will require the facility for interviewers to send out a reassurance email to respondents on request at this point in the questionnaire.

Continue	1	CONTINUE
Hard appointment	2	MAKE APPOINTMENT
Soft appointment	3	
Refusal	4	THANK AND CLOSE
Refusal – taken part in recent survey	5	
Not available in deadline	6	
Does not remember business	7	
Not known at this address	8	THANK AND CLOSE

S3 **This call may be recorded for quality and training purposes only.**

REASSURANCES TO USE IF NECESSARY

The interview will take around 20 minutes to complete.

Please note that all data will be reported in aggregate form and your answers will not be reported to our client in any way that would allow you to be identified.

If respondent wishes to confirm validity of survey or get more information about aims and objectives, they can call:

- **MRS: Market Research Society on 0500396999**
- **IFF: Becky Duncan or Lydia Fellows: 0207 250 3035**
- **Anne-Gaelle Roche: 0207 215 1579**

A Details of the business / self-employment

ASK ALL

- A1 I have recorded that the business [IF NASCENT: idea] we had talked to you about previously was related to [INSERT GEM DESCRIPTION FROM SAMPLE]. Does this sound about right in terms of a description [IF NASCENT: of a business idea you had at one point; IF CURRENT; of a business you were running at one point or are still running; IF CLOSED; of a business you were running at one point]?

If you are or were self-employed we also consider this as “running a business”.

Yes	1	
No	2	
Don't remember running a business	3	THANK & CLOSE

ASK IF BUSINESS DESCRIPTION NOT ACCURATE (A1/2)

- A2 How would you describe your business [IF NASCENT: idea]? PROBE FULLY.

WRITE IN		
Don't know	1	THANK & CLOSE
Refused	2	

ASK ALL

- A3 And were you also involved in running or trying to start up another business or type of self-employment before, during or after your involvement with the business [IF NASCENT: idea] we have just talked about?

Yes	1
No	2
Don't know	3

IF 'YES' READ OUT:

I'd like us to focus on your business [IF NASCENT: idea] relating to [IF A1/1: INSERT GEM DESCRIPTION FROM SAMPLE; IF A1/2: INSERT A2 ANSWER]and NOT on any other businesses or business ideas you had before or since

ASK ALL

Before we go on to talk about the actual business [IF NASCENT: idea], I'd first like to gain some background in terms of what you were doing at the time you were first thinking about setting up that business

ASK ALL

A4 **Can you remember what year and roughly what month you first started thinking that you might want to set up that business? This might have been a while before you actually took any action to start setting it up.**

ENTER YEAR	ENTER MONTH (ALLOW DK)
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Don't know / Can't remember year	X
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- A5 Deleted
- A6 Deleted
- A7 Deleted
- A8 Deleted
- A9 Deleted
- A10 Deleted
- A11 Deleted
- A12 Deleted

ASK ALL

A13 **Can you remember what year and month you first took action to start setting up the business? This may be when you wrote your business plan, when you looked for funding, organised a start-up team, or looked for equipment or a location.**

DP NOTE: DO NOT ALLOW TO ENTER A DATE BEFORE RESPONDENT STARTED TO FIRST THINK ABOUT SETTING UP A BUSINESS (SEE QA4) (BUT CAN ALLOW SAME MONTH)

ENTER YEAR	ENTER MONTH (ALLOW DK)
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Don't know / Can't remember year	X
----------------------------------	---

N/A - Have not taken any action to set up the business	Y
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AS AGREED WE ANTICIPATE THE NUMBER OF RESPONDENTS WHO HAVE NOT TAKEN ANY ACTION WILL BE LOW BUT WE WILL MONITOR THIS DURING FIELDWORK

ASK IF DK DATE AT A4 OR A13 OR IF ONLY YEAR GIVEN AT A4 AND A13 (DO NOT ASK IF A13 / 'N/A – HAVE NOT TAKEN ANY ACTION')

A14 **Can you remember roughly how long after first thinking about setting up the business that you first took action to start setting it up?**

INTERVIEWER PROBE FOR SPECIFIC NUMBER OF MONTHS (OR YEARS IF NUMBER OF MONTHS CANNOT BE GIVEN)

ENTER NUMBER OF MONTHS (IF LESS THAN A MONTH ENTER '0')	
ENTER NUMBER OF YEARS	
Don't know / Can't remember	X

ASK THOSE WHO HAVE TAKEN ACTION TO SET UP THE BUSINESS (A13/NOT 'NA – NO ACTION TAKEN')

A15N **And which of the following best describe what you were doing at the time you first took action to try and set up the business...?**

READ OUT. MULTICODE OK.

An owner of another business or self-employed doing another type of work	1
Working full-time (30 hours a week or more) for an employer in a paid role	2
Working part-time (less than 30 hours a week) for an employer in a paid role	3
Working for an employer in a voluntary, unpaid role or internship	4
In full time training or education – 16 hours or more per week	5
In part time education or training – less than 16 hours per week	6
Retired	7
Not working, but actively looking for paid work for an employer	8
Not working and not looking for paid work for an employer	9
Other (specify)	10

ASK THOSE IN WORK (A15N/2-4)

A16N **Did you have any managerial responsibilities at your place of work?**

By managerial responsibilities I mean duties such as managing other staff, financial accounts, leading projects or planning workflow or resourcing.

Yes	1	
No	2	
Don't know	3	

ASK THOSE IN WORK / WHO OWNED ANOTHER BUSINESS (A15N/1-4)

A17N What was the main activity of the organisation you [IF A15N/1: ran; IF A15N/2-4: worked for]?
 INTERVIEWER PROBE FOR THE FOLLOWING - START WITH FIRST PROBE AND ONLY USE THE OTHERS IF NECESSARY TO GET CLEAR INFORMATION

- What would you type into a search engine to find an organisation like it online?
- What is the main product or service of this establishment?
- What exactly is made or done at this establishment?

WRITE IN. ALLOW REFUSED. POST INTERVIEW THE RESPONSES ARE TO BE CODED TO STANDARD BROAD SECTORS.

ASK THOSE IN TRAINING / EDUCATION (A15N/5-6)

A18N What sort of course were you studying for? Was it....
 MULTICODE OK.

Vocational	1	
Academic	2	
Don't know	3	

ASK THOSE WHO HAVE TAKEN ACTION TO SET UP THE BUSINESS (A13/NOT 'NA – NO ACTION TAKEN')

A19N And at the time when you first took action to try and set up the business we are interested in for the purposes of this study, did you have any family financial commitments such as children, a partner or parents or other relatives to support?

PROMPT IF NECESSARY. CODE ALL THAT APPLY (EXCEPT CODE '1' AND '7' ARE SC)

No commitments	1
Yes – children to support	2
Yes – partner to support	3
Yes – parent to support	4
Yes – other relatives to support	5
Yes – other family financial commitments (specify)	6
Don't know	7

A20N Deleted

ASK THOSE WHO HAVE TAKEN ACTION TO SET UP THE BUSINESS (A13/NOT 'NA – NO ACTION TAKEN')

A21N At the time you first took action to try and set up the business, did you know anyone who had set up their own business or who were self-employed? IF YES: Who were these people?

DO NOT READ OUT. CODE ALL THAT APPLY (EXCEPT CODE '1' AND '8' ARE SC)

No - Did not know anyone who had set up their own business	1
Parent	2
Other relative	3
Close friend	4
Other business person known personally	5
Teacher or lecturer	6
Other (specify)	7
Don't know	8

ASK THOSE WHO KNEW SOMEONE (A21N/2-7)

A22N Did you have any discussions with them about their experiences of setting up or running a business?

Yes	1
No	2
Don't know	3

- A15 Deleted
- A16 Deleted
- A17 Deleted
- A18 Deleted
- A19 Deleted
- A20 Deleted
- A21 Deleted
- A22 Deleted
- A23 Deleted

ASK ALL

A24 [IF COULD GIVE THE YEAR/YEAR+MONTH STARTED TO SET UP BUSINESS AT A13]: **As we have already discussed, you first started to try to set up your business in [INSERT DATE FROM A13]. Can you put your finger on what were the key circumstances / tipping points that led to you to take action at this particular time?**

[IF COULD NOT GIVE YEAR/YEAR+MONTH THAT STARTED TO SET UP BUSINESS AT A13]: **Thinking about the time when you started to take action to try to set up the business, can you put your finger on what were the key circumstances / tipping points that led to you to take action at the particular time you did?**

[IF HAVE NOT TAKEN ACTION TO SET UP THE BUSINESS- A13/NOT 'N/A – HAVE NOT TAKEN ANY ACTION']:

Thinking about the time when you decided you wanted to set up the business, can you put your finger on what were the key circumstances / tipping points that led to you make this decision at the particular time you did?

INTERVIEWER PROBE FOR THE FOLLOWING

- What prompted you to move from having a business idea to actually trying to set it up?
- Did you have any resources then that you hadn't before?
- Did you feel that you had certain skills then that you hadn't before?
- Did you receive any support or encouragement at that particular time? From whom?
- Any other reasons?

WRITE IN. ALLOW DON'T KNOW

B Motivations for trying to start a business/self-employment

ASK ALL

Now taking a step away from the circumstances that led you to take steps to open a business I'd like to now talk to you about the various motivations that you had for wanting to set up a business in the first place.

As I mentioned at the beginning of the call, the aim for this research is to understand the different reasons why people try to start businesses or become self-employed. I'd therefore be grateful if you could cast your mind back to what you were thinking at the time you were taking steps to open your business. This may be when you wrote your business plan, when you looked for funding, organised a start-up team, or looked for equipment or a location.

ASK ALL

- B1 I'd like to first ask you what, in your own words, were the different reasons you had for wanting to start a business. Some reasons may have been stronger than others but we are interested in all of your reasons at this stage – PROBE FULLY – ANY OTHER REASONS?

INTERVIEWER – ENTER REASONS INTO SEPARATE ANSWER BOXES.

DP – THESE QUESTIONS SHOULD BE SET UP AS A SERIES OF LOOPED OPEN QUESTIONS. FROM ITERATION 2 ONWARDS RESPONDENTS SHOULD BE ALLOWED THE OPTION 'NO OTHER REASONS' – WHEN THIS ANSWER IS GIVEN RESPONDENT SHOULD SKIP THE REST OF THE ITERATIONS AND GO TO B2.

ITERATION 1	WRITE IN. PROBE – ANY OTHER REASONS? 'ALLOW DON'T KNOW' – IF DK SKIP TO QB2
ITERATION 2	WRITE IN. PROBE – ANY OTHER REASONS? IF 'NO OTHER REASONS' SKIP TO QB2
ITERATION 3	WRITE IN. PROBE – ANY OTHER REASONS? IF 'NO OTHER REASONS' SKIP TO QB2
ITERATION 4	WRITE IN. PROBE – ANY OTHER REASONS? IF 'NO OTHER REASONS' SKIP TO QB2
ITERATION 5	WRITE IN. PROBE – ANY OTHER REASONS? IF 'NO OTHER REASONS' SKIP TO QB2
ITERATION 6	WRITE IN. PROBE – ANY OTHER REASONS? IF 'NO OTHER REASONS' SKIP TO QB2
ITERATION 7	WRITE IN. PROBE – ANY OTHER REASONS? IF 'NO OTHER REASONS' SKIP TO QB2
ITERATION 8	WRITE IN. PROBE – ANY OTHER REASONS? IF 'NO OTHER REASONS' SKIP TO QB2
ITERATION 9	WRITE IN. PROBE – ANY OTHER REASONS? IF 'NO OTHER REASONS' SKIP TO QB2
ITERATION 10	WRITE IN. PROBE – ANY OTHER REASONS? IF 'NO OTHER REASONS' SKIP TO QB2

ASK ALL

B2 I will now read out several reasons that you might have had for starting a business, please tell me on a scale from 1 to 5 how important they were to you, where 1 is not at all important, 2 is not very important, 3 is neither unimportant nor important, 4 is fairly important and 5 is very important.

READ OUT. CODE ONE PER ROW.

	Not at all important	Not very important	Neither important nor unimportant	Fairly important	Very important	Don't know
To have greater flexibility for my personal and family life	1	2	3	4	5	6
To have considerable freedom to adapt my own approach to work	1	2	3	4	5	6
To earn a larger personal income	1	2	3	4	5	6
To have a chance to build great wealth or a very high income	1	2	3	4	5	6
To give myself, my partner and children financial security	1	2	3	4	5	6
To achieve something and get recognition for it (e.g. respect from friends or peers)	1	2	3	4	5	6
To achieve a higher position for myself in society	1	2	3	4	5	6
To fulfil a personal vision	1	2	3	4	5	6
To challenge myself	1	2	3	4	5	6
To continue a family tradition	1	2	3	4	5	6
To follow the example of a person that I admire	1	2	3	4	5	6
To build a business my children can inherit	1	2	3	4	5	6
To make a positive difference to my community, others or the environment	1	2	3	4	5	6
To make use of an existing skill	1	2	3	4	5	6
To have better work opportunities	1	2	3	4	5	6

ASK ALL

- B3 I'd also like to know how much you agree or disagree with three more statements, again thinking back to the time you took actions to start your business.

READ OUT. CODE ONE PER ROW.

	Strongly disagree	Disagree slightly	Neither/nor	Agree slightly	Strongly agree	Don't know
It was pretty much the norm to be self-employed in the line of work you were in or wanted to go into	1	2	3	4	5	6
You felt it would be easier to run a business than find a job with an employer in your area	1	2	3	4	5	6
You felt you had little to lose if your idea wasn't successful	1	2	3	4	5	6

ASK ALL

- B4 [A13/NOT NA] Overall and taking everything into consideration, at the time you took action to start your business, would you say you were you involved in this start-up to take advantage of a business opportunity or because you had no better choices for work?

[A13/ NA] Overall and taking everything into consideration, at the time you were thinking about setting up a business, would you say you wanted to start-up this business to take advantage of a business opportunity or because you had no better choices for work?

PROMPT IF NECESSARY. CODE ONE ONLY.

Take advantage of business opportunity	1
No better choice for work	2
Combination of both of the above	3
Had a job but sought better opportunities	4
Other (specify)	5

- B5 Deleted

ASK IF NO BETTER CHOICE (B4/ 2 OR 3)

B5A And why did you feel like you had no better choice for work? PROBE – ANY OTHER REASONS?

DO NOT READ OUT. CODE ALL THAT APPLY.

Lack of jobs in the area for people with my qualifications / experience	1
Felt it was difficult to find work - due to age	2
Felt it was difficult to find work - due to health condition	3
Felt it was difficult to find work - due to a disability	4
Felt it was difficult to find work - due to childcare needs	5
Other (specify)	6
Don't know	7

B6 Deleted

B7 Deleted

ASK ALL

B8 To what extent would you say there was cross-over between the business you were trying to start and job roles you had held at the time or in the past? Would you say...?

READ OUT. CODE ONE ONLY.

Your business idea related exactly to a job role you had done	1
There was a good deal of crossover between your business idea and a job role you had done	2
There was some, but not a lot of cross over	3
There was no crossover whatsoever	4
DO NOT READ OUT: Not applicable - had never worked before	5
Don't know	6

ASK ALL

B9 [A13/Not NA: While trying to set up the business] What concerns, if any, did you have about running a business? What did you think would be the more difficult aspects, or obstacles to your business succeeding?

DO NOT READ OUT. CODE ALL THAT APPLY. PROBE FULLY – ANY OTHER REASONS?

Uncertain whether business idea would work in the market	1
Raising finance	
Finding business partner(s)	
Finding (good) staff	
Competition in the market	
Concerned about economic downturn / recession	2
Irregular income / cashflow	3
Finding customers / stability of demand	4
Whether I have skills to manage the <u>financial side</u> of running a business	5
Complying / keeping up with regulations	
Whether I have the skills to run / manage a business	6
Impact on family / other commitments (due to effort / time needed to start a business)	7
Finding a premises	
Other (specify)	8
No concerns	9
DO NOT READ OUT: Don't know	10

ASK ALL

- B10 [A13/NOT NA: **trying to set up your business**; A13/NA: **thinking about setting up the business**], can you remember how confident you were that you'd be able to translate your business idea into a working business. Were you....

READ OUT. CODE ONE ONLY.

Very confident	1
Fairly confident	2
Not very confident	3
Not at all confident	4
DO NOT READ OUT: Don't know	5

ASK THOSE) WITH FAMILY FINANCIAL COMMITMENTS WHEN TRYING TO SET UP THE BUSINESS (A19N/2-7)

- B11 **Thinking about the family financial commitments you had while trying to set up the business, would you say that these played a role in motivating you to set up a business, were they more of a barrier to setting up a business, or would you say they had no impact one way or the other?**

PROMPT IF NECESSARY. CODE ONE ONLY.

Played role in motivating for setting up the business	1
Had no impact on motivations for setting up the business	2
Provided barrier to setting up the business	3
Don't know	4

- B12 **Deleted**

ASK ALL

- B13 **At the time you were [A13/NOT NA: **setting up the business**; A13/NA: **thinking about starting a business**] did you plan to run the business for a short time or certain period, or did you hope to run it for the long term?**

PROMPT IF NECESSARY. CODE ONE ONLY.

Only planned to run for a short time / for a certain period	1
Hoped to run for the long term	2
No firm plans	3
Don't know	4

ASK THOSE WHO PLANNED TO RUN FOR A SHORT TIME ONLY (B13/1)

B14 **Why did you plan to run the business for a certain period only?**

DO NOT READ OUT. CODE ALL THAT APPLY.

Hoped to sell the business to someone for a profit	1
Hoped to pass on the business to a relative / friend	2
Was only running the business to provide funding / money for a certain period	3
Was only running the business until I found a job	4
Was running the business to gain experience in a certain trade before moving on to other employment	5
Was running the business until retirement	6
Was only running the business for the purpose of a specific event / 'season' (e.g. music festivals, sports tournaments, summer season events)	7
Other (specify)	7
Don't know	8

ASK THOSE WHO PLANNED TO RUN FOR THE SHORT TERM ONLY (B13/1)

B15 **Roughly how many years did you plan to run the business for?**

ENTER NUMBER OF YEARS. ALLOW DON'T KNOW. ALLOW 'LESS THAN A YEAR'

ASK ALL

B16 **Did you intend to set up your business with a business partner, a family member / spouse or on your own?**

Set up with a business partner / partners (enter how many)	1
Set up with family member/spouse	2
Set up on own	3

C Current status of the business

ASK IF SAMTYPE = NASCENT OR IF A13/NA – NOT TAKEN STEPS TO SET UP BUSINESS

- C1 **The last time we spoke, you were in the process of trying to set up your business. Which of the following best describes what happened to that business idea?**

READ OUT. CODE ONE ONLY.

You stopped trying to set up that business, but still intend to try and start it in future	1
You stopped trying to set up that business completely	2
You are currently trying to set up the business	3
You opened your business	4

ASK IF NASCENT THAT BECAME ACTIVE (C1/4)

- C2 **Thinking about the business idea that you originally had [INSERT TYPE OF BUSINESS]. Would you say**

READ OUT. CODE ONE ONLY.

The business you opened was the same as the one you intended to open	1
Or when you opened the business it was different from the idea you'd had originally	2

ASK IF DIFFERENT (C2/2)

- C3 **Could you briefly describe the business you opened?**

- What would you type into a search engine to find an organisation like it online?
- What is the main product or service of this establishment?
- What exactly is made or done at this establishment?

WRITE IN. ALLOW REFUSED. POST INTERVIEW THE RESPONSES ARE TO BE CODED TO STANDARD BROAD SECTORS.

ASK IF [CLOSED BUSINESS FROM SAMPLE AND A13/NOT NA] OR [CURRENT BUSINESS FROM SAMPLE AND A13/NOT NA] OR NASCENT THAT BECAME ACTIVE [NASCENT AND C1/4]

- C4 **Which of the following best describes what is currently happening with the business...?**

READ OUT. CODE ONE ONLY.

The business is 'actively' trading / open	1
Trade or services have stopped temporarily but will resume in future	2
The business has closed formally - or trade / services have stopped permanently	3
DO NOT READ OUT: Don't know - sold the business	4

ASK IF BUSINESS IS STILL ACTIVE / DORMANT (C4/1-2)

C5 **And?**

READ OUT. CODE ONE ONLY.

Do you still own some/all of the business (or are still self-employed)?	1
Have you sold the business entirely?	2
Or have you transferred your share in the business to a family member/friend?	3

ASK IF RESPONDENT STILL OWNS SOME / PART OF BUSINESS (C5/1)

C6 **And are you fully involved with the day-to-day running of the business or does someone else either partly or fully run the business day-to-day?**

INTERVIEWER: IF RESPONDENT AND A BUSINESS PARTNER JOINTLY RUN THE BUSINESS THEN THIS COUNTS AS RESPONDENT BEING FULLY INVOLVED.

Fully involved of the day-to-day running of the business	1
Someone else partly runs business day-to-day	2
Someone else entirely runs business day-to-day	3
Other (specify)	4
Don't know	5

C6Dum **DUMMY VARIABLE, DO NOT ASK**

Nascent – then Quit	1	C1/2
Still nascent	2	C1/1 OR 3
Business closed	3	C4/3
Business sold	4	C4/4 OR C5/2-3
Business dormant	5	C4/2 AND C5/1
Business active – respondent owns it but does not run it at all	6	C4/1 AND C6/3
Business active – respondent owns and (partly) runs it	7	C4/1 AND C6/1-2
Business active – respondent owns it and has another running status or cannot give status	8	C4/1 AND C6/4-5

ASK IF SOMEONE ELSE RUNS BUSINESS (C6/2-3)

C7 **And are any of the people who are [IF C6/2: partly] running the business day-to-day your family members?**

Yes	1
No	2

ASK IF SAMTYPE = CLOSED OR CURRENT

C8 **Was the business that you opened the same as the one you initially had the idea to open or did you change your plans or approach while taking steps to open the business?**

READ OUT. CODE ONE ONLY.

The business you opened was <u>the same</u> as the one you intended to open	1
When you opened the business it was <u>different from your original idea</u>	2

ASK IF DIFFERENT FROM ORIGINAL IDEA (C8/2)

C9 **Could you briefly describe your initial business idea?**

- What would you type into a search engine to find an organisation like it online?
- What is the main product or service of this establishment?
- What exactly is made or done at this establishment?

WRITE IN. ALLOW REFUSED. POST INTERVIEW THE RESPONSES ARE TO BE CODED TO STANDARD BROAD SECTORS.

D Starting the business / early stages (all except Nascent) (C6DUM/3-8)

ASK ALL EXCEPT NASCENT BUSINESSES (C6DUM/3-8)

D1 In what year and roughly what month did the business become active? By this I mean roughly when do you count yourself as being 'open for business'?

ENTER YEAR	ENTER MONTH (ALLOW DK)
Don't know / Can't remember year	X

ASK ALL EXCEPT NASCENT BUSINESSES (C6DUM/3-8)

D1A More specifically, what was the first year and month you received wages, profits, or payments in kind from this business?

ADD IF NECESSARY: **Payments in kind** refers to goods or services provided as payments for work rather than cash.

ENTER YEAR	ENTER MONTH (ALLOW DK)
No payments yet	X
Don't know / Can't remember year	Y

ASK ALL EXCEPT NASCENT BUSINESSES (C6DUM/3-8)

D2 When your business first opened, did you set it up with a business partner, a family member / spouse or on your own?

PROMPT IF NECESSARY. MULTICODE OK FOR CODE 1 AND 2

Set up with a business partner / partners (enter how many)	1
Set up with family member/spouse	2
Set up on own	3

ASK ALL EXCEPT NASCENT BUSINESSES (C6DUM/3-8)

- D3 **When your business first opened, did you employ any staff [IF HAD BUSINESS PARTNER – D2/1: excluding your business partner]?**

Do not count the owners/business partners but include all exclusive subcontractors, who are working for this business. By exclusive subcontractors, we mean people or firms working ONLY for this business, and not working for others as well.

Yes employed (enter how many)	1
not employed any staff	2

ASK IF ANY STAFF EMPLOYED (D3/1)

- D4 **And how many full-time equivalents was this?**

ADD IF NECESSARY: An example would be that for a standard 35 hour 5 day working week if you employed 1 member of staff to work for 2 days and another to work for 3 days this would count as 1 full time equivalent member of staff.

ENTER NUMBER. ALLOW REFUSED.

- D5 **Deleted**

ASK IF IN WORK WHEN SETTING UP THE BUSINESS (EXCEPT IF NASCENT) (A15N/2-4 AND C6DUM/3-8)

- D6 **And at the point when the business first opened, had you left the job you were working in or were you still working there?**

CODE ONE ONLY.

Had left job by the time business opened	1
Still working for employer when own business opened	2
Other (Specify)	3
Don't know	4

ASK IF IN EDUCATION WHEN SETTING UP THE BUSINESS (EXCEPT IF NASCENT) (A15N/5-6 AND C6DUM/3-8)

- D7 **And at the point when the business first opened, had you finished the education or training course you were on or were you still undertaking it?**

CODE ONE ONLY.

Had finished education / training when own business opened	1
Still undertaking education / training when own business opened	2
Other (Specify)	3
Don't know	4

ASK ALL WHO OWNED ANOTHER BUSINESS WHEN SETTING UP BUSINESS IN QUESTION (EXCEPT NASCENTS) ([A15N/1 AND C6DUM/3-8)

- D8 **And at the point when the business opened, were you...**

CODE ONE ONLY.

Still the owner of the other business <u>and managing it</u>	1
Still the owner of the other business <u>but not managing it</u>	2
Not still the owner of the other business	3
Other (Specify)	4
Don't know	5

D9 **Deleted**

D10 **Deleted**

E Active businesses (C6DUM/6-8)

ASK ALL CURRENT BUSINESSES (C6DUM/6-8)

And now thinking about what your business is like currently...

E1 How many staff, if any, do you employ?

Do not count the owners but including all exclusive subcontractors, who are working for this business. By exclusive subcontractors, we mean people or firms working ONLY for this business, and not working for others as well.

ENTER NUMBER. ALLOW REFUSED.

ASK IF ANY STAFF EMPLOYED (E1/ 1 OR MORE)

E2 And to how many full-time equivalents does this add up to?

ADD IF NECESSARY: An example would be that for a standard 35 hour 5 day working week if you employed 1 member of staff to work for 2 days and another to work for 3 days this would count as 1 full time equivalent member of staff.

ENTER NUMBER. ALLOW REFUSED.

ASK ALL CURRENT BUSINESSES (C6DUM/6-8)

E2 Do you [IF HAD A BUSINESS PARTNER — D2/1: still] have a business partner, either a family member of someone who is not related to you?

MULTICODE OK FOR CODES 1 AND 2.

Yes have a business partner (enter how many)	1
Yes have a family member as business partner	2
No do not have a business partner	3
Don't know	

E3 Deleted

ASK ALL CURRENT BUSINESSES WHERE IN WORK WHEN BUSINESS FIRST SET UP (C6DUM/6-8 AND D6/2-4)

- E4 **Earlier you said you were working for another organisation when you opened the business we have been talking about today. In terms of what you are doing now, are you...**

CODE ONE ONLY.

Still working for same employer	1
Not still working for the same employer	2
Don't know	3

ASK ALL CURRENT BUSINESSES EXCEPT THOSE STILL IN WORK WHEN BUSINESS SET UP (C6DUM/6-8 AND D6/1) AND ALSO THOSE WHO WERE IN EMPLOYMENT BUT STOPPED (E4/2-3)

- E5 **And at any point since you opened the business have you also worked as an employee for another organisation?**

CODE ONE ONLY.

Yes – and doing so currently	1
Yes – but not doing so currently	2
No	3
Don't know	4

ASK ALL CURRENT BUSINESSES WHO OWNED ANOTHER COMPANY WHEN BUSINESS FIRST SET UP (C6DUM/6-8 AND D8/NOT 3)

- E6 **And since the business opened, have you sold, closed or temporarily stopped the other business you mentioned that you were running when you first opened the business we are talking about today?**

CODE ONE ONLY.

Still the owner of the other business	1
Other business sold	2
Other business closed	3
Other business stopped temporarily	4

ASK IF C6DUM/6-8 AND D8/NOT 3

Thinking about your business related to [INSERT DESCRIPTION OF BUSINESS TEXT]...

ASK ALL CURRENT BUSINESSES (C6DUM/6-8)

E6a Has the main activity of the business changed since it first opened, in terms of...?

READ OUT. CODE ONE PER ROW.

	Yes	No	DK
You are now offering a different type of product or service	1	2	3
You are now targeting or attracting a different type of customer or market	1	2	3

ASK ALL CURRENT BUSINESSES WHO ARE OFFERING DIFFERENT PRODUCTS / SERVICES (E6_1/1 OR E6_2/1)

E7 How would you describe the main activity of the business now, how is it different to your business when you first started it?

INTERVIEWER PROBE FOR THE FOLLOWING - START WITH FIRST PROBE AND ONLY USE THE OTHERS IF NECESSARY TO GET CLEAR INFORMATION

- What would you type into a search engine to find an organisation like it online?
- What is the main product or service of this establishment?
- What exactly is made or done at this establishment?

WRITE IN. ALLOW REFUSED. POST INTERVIEW THE RESPONSES ARE TO BE CODED TO STANDARD BROAD SECTORS.

ASK ALL CURRENT BUSINESSES (C6DUM/6-8)

E8 Do all, some, or none of your potential customers consider this product or service new and unfamiliar?

DO NOT READ OUT. CODE ONE ONLY.

All	1	
Some	2	
None consider this new and unfamiliar	3	
Don't know	4	

ASK ALL CURRENT BUSINESSES (C6DUM/6-8)

E9 Right now, are there many, few, or no other businesses offering the same products or services to your potential customers?

DO NOT READ OUT. CODE ONE ONLY.

Many business competitors	1	
Few business competitors	2	
No business competitors	3	
Don't know	4	

ASK ALL CURRENT BUSINESSES (C6DUM/6-8)

E10 **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?**

PROMPT IF NECESSARY. CODE ONE ONLY.

Less than a year	1	
Between one to five years	2	
Longer than five years	3	
Don't know	4	

ASK ALL CURRENT BUSINESSES (C6DUM/6-8)

E11 **What proportion of your customers normally live outside the UK. Is it more than 90%, more than 75%, more than 50%, more than 25%, more than 10%, or 10% or less?**

PROMPT IF NECESSARY. CODE ONE ONLY.

More than 90%	1	
More than 75%	2	
More than 50%	3	
More than 25%	4	
More than 10% or	5	
10% or less	6	
None	7	
Don't know	8	

ASK ALL CURRENT BUSINESSES (C6DUM/6-8)

E12 **Five years from now how many staff will you employ?**

By this I mean not counting the owners but include all exclusive subcontractors, how many staff will be working for this business? By exclusive subcontractors, we mean people or firms working ONLY for this business, and not working for others as well.

INTERVIEWER: ENTER EXACT NUMBER FROM 0 TO 1,000,000. DO NOT ACCEPT RANGE. IF RESPONDENT IS UNSURE, ENCOURAGE BEST GUESS

ENTER NUMBER: 0-1,000,000. ALLOW DON'T KNOW

ASK ALL CURRENT BUSINESSES (C6DUM/6-8)

- E13 I'm interested in what motivates you today to run your business. Once again I will read out several possible reasons. Please tell me on a scale from 1 to 5 how important these are for you, where 1 is not at all important, 2 is not very important, 3 is neither unimportant nor important, 4 is fairly important and 5 is very important.

READ OUT. CODE ONE PER ROW.

	Not at all important	Not very important	Neither important nor unimportant	Fairly important	Very important	Don't know
To have greater flexibility for my personal and family life	1	2	3	4	5	6
To have considerable freedom to adapt my own approach to work	1	2	3	4	5	6
To earn a larger personal income	1	2	3	4	5	6
To have a chance to build great wealth or a very high income	1	2	3	4	5	6
To give myself, my partner and children financial security	1	2	3	4	5	6
To achieve something and get recognition for it (e.g. respect from friends or peers)	1	2	3	4	5	6
To achieve a higher position for myself in society	1	2	3	4	5	6
To fulfil a personal vision	1	2	3	4	5	6
To challenge myself	1	2	3	4	5	6
To continue a family tradition	1	2	3	4	5	6
To follow the example of a person that I admire	1	2	3	4	5	6
To build a business my children can inherit	1	2	3	4	5	6
To make a positive difference to my community, others or the environment	1	2	3	4	5	6
To make use of an existing skill	1	2	3	4	5	6
To have better work opportunities	1	2	3	4	5	6

ASK ALL CURRENT BUSINESSES (C6DUM/6-8)

- E14 **Overall and taking everything into consideration, would you say that your business helps you to take advantage of a business opportunity or are you running your business because you feel you have no better choices for work?**

PROMPT IF NECESSARY. SINGLE CODE ONLY.

Take advantage of business opportunity	1
No better choice for work	2
Combination of both of the above	3
Have a job but seek better opportunities	4
Other (specify)	5

ASK IF NO BETTER CHOICE (E14/ 2 OR 3)

- E14a **And why did you feel like you have no better choice for work? PROBE – ANY OTHER REASONS?**

DO NOT READ OUT. CODE ALL THAT APPLY.

Lack of jobs in the area for people with my qualifications / experience	1
Felt it was difficult to find work - due to age	2
Felt it was difficult to find work - due to health condition	3
Felt it was difficult to find work - due to a disability	4
Felt it was difficult to find work - due to childcare needs	5
Other (specify)	6
Don't know	7

E15 **Deleted**

E16 **Deleted**

E17 **Deleted**

ASK ALL CURRENT BUSINESSES (C6DUM/6-8)

- E18 **Thinking about the different aspects of running a business, what for you, are the most important aspects to get right in order to have a successful business?**

INTERVIEWER – PROBE FULLY – ANY OTHER REASONS?

WRITE IN. ALLOW DON'T KNOW.

F Dormant businesses (C6DUM/5)

ASK DORMANT BUSINESSES (C6DUM/5)

F1 **In what year and roughly what month did you temporarily stop your business?**

ENTER YEAR	ENTER MONTH (ALLOW DK)
Don't know / Can't remember year	X

ASK DORMANT BUSINESSES (C6DUM/5)

F2 **What factors contributed to you stopping your business temporarily?**

DO NOT READ OUT. CODE ALL THAT APPLY.

Not financially viable	1
New competitors in the market place	2
Lost main customer(s)	3
Financing discontinued (e.g. bank stopped lending or informal investor stopped lending)	4
No financing for growth / next stage of business	5
Was not what wanted to do / could not fulfil ambitions	6
Too much work / needed a break	7
Change in personal circumstances	8
Other (specify)	9
Don't know	10

ASK DORMANT BUSINESSES (C6DUM/5)

F3 **How many staff, if any, were you employing at the time you temporarily stopped your business?**

Do not count the owners but including all exclusive subcontractors, who are working for this business. By exclusive subcontractors, we mean people or firms working ONLY for this business, and not working for others as well.

ENTER NUMBER. ALLOW REFUSED.

ASK IF ANY STAFF EMPLOYED (F3/ 1 OR MORE)
F4 How many full-time equivalents did this add up to?
ADD IF NECESSARY: An example would be that for a standard 35 hour 5 day working week if you employed 1 member of staff to work for 2 days and another to work for 3 days this would count as 1 full time equivalent member of staff.

ENTER NUMBER. ALLOW REFUSED.

ASK DORMANT BUSINESSES (C6DUM/5)
At the time you temporarily stopped your business...

ASK ALL DORMANT BUSINESSES (C6DUM/5)
F5 Did all, some, or none of your potential customers consider this product or service new and unfamiliar?

DO NOT READ OUT. CODE ONE ONLY.

All	1	
Some	2	
None consider this new and unfamiliar	3	
Don't know	4	

ASK ALL DORMANT BUSINESSES (C6DUM/5)
F6 Were there many, few, or no other businesses offering the same products or services to your potential customers?

DO NOT READ OUT. CODE ONE ONLY.

Many business competitors	1	
Few business competitors	2	
No business competitors	3	
Don't know	4	

ASK ALL DORMANT BUSINESSES (C6DUM/5)
F7 Had 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?

PROMPT IF NECESSARY. CODE ONE ONLY.

Less than a year	1	
Between one to five years	2	
Longer than five years	3	
Don't know	4	

ASK ALL DORMANT BUSINESSES (C6DUM/5)

- F8 **What proportion of your customers normally lived outside the UK. Is it more than 90%, more than 75%, more than 50%, more than 25%, more than 10%, or 10% or less?**

PROMPT IF NECESSARY. CODE ONE ONLY.

More than 90%	1	
More than 75%	2	
More than 50%	3	
More than 25%	4	
More than 10% or	5	
10% or less	6	
None	7	
Don't know	8	

ASK DORMANT BUSINESSES (C6DUM/5)

- F9 **And at the moment, are you self-employed, employed, in training or education, retired or not working?**

PROBE TO DETERMINE SPECIFIC CATEGORY BELOW. MULTICODE OK.

An owner of another business or self-employed doing another type of work	1
Working full-time (30 hours a week or more) for an employer in a paid role	2
Working part-time (less than 30 hours a week) for an employer in a paid role	3
Working for an employer in a voluntary, unpaid role or internship	4
In full time training or education – 16 hours or more per week	5
In part time education or training – less than 16 hours per week	6
Retired	7
Not working, but actively looking for paid work for an employer	8
Not working and not looking for paid work for an employer	9
Other (specify)	10

ASK THOSE RUNNING A BUSINESS / SELF EMPLOYED (F9/1)

F10 **And what is the main activity of the business you are currently running?**

INTERVIEWER PROBE FOR THE FOLLOWING - START WITH FIRST PROBE AND ONLY USE THE OTHERS IF NECESSARY TO GET CLEAR INFORMATION

- What would you type into a search engine to find an organisation like it online?
- What is the main product or service of this establishment?
- What exactly is made or done at this establishment?

WRITE IN. ALLOW REFUSED. POST INTERVIEW THE RESPONSES ARE TO BE CODED TO STANDARD BROAD SECTORS.

ASK THOSE CURRENTLY IN WORK (F9/2-4)

F10a **And what is the main activity of the business you are currently working for?**

INTERVIEWER PROBE FOR THE FOLLOWING - START WITH FIRST PROBE AND ONLY USE THE OTHERS IF NECESSARY TO GET CLEAR INFORMATION

- What would you type into a search engine to find an organisation like it online?
- What is the main product or service of this establishment?
- What exactly is made or done at this establishment?

WRITE IN. ALLOW REFUSED. POST INTERVIEW THE RESPONSES ARE TO BE CODED TO STANDARD BROAD SECTORS.

ASK DORMANT BUSINESSES WHO ARE NOT CURRENTLY RUNNING A BUSINESS (C6DUM/5 AND F9/NOT 1)

F11 **Are you likely to restart this business...?**

READ OUT. SINGLE CODE.

Within the next year	1
Further in the future	2
Or are you be unlikely to restart this business	3

ASK IF PLANS TO OPEN BUSINESS IN FUTURE (F11/1-2)

F12 **In what year and roughly what month do you think you will restart your business?**

ENTER YEAR

ENTER MONTH (ALLOW DK)

Don't know	X
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ASK ALL DORMANT BUSINESSES INTENDING TO REOPEN WITHIN NEXT 5 YEARS (AT F12 'YEAR' = 2014-2020 OR F12=DK)

F13 **Five years from now how many staff will you employ?**

By this I mean not counting the owners but include all exclusive subcontractors, how many staff will be working for this business? By exclusive subcontractors, we mean people or firms working ONLY for this business, and not working for others as well.

INTERVIEWER: ENTER EXACT NUMBER FROM 0 TO 1,000,000. DO NOT ACCEPT RANGE. IF RESPONDENT IS UNSURE, ENCOURAGE BEST GUESS

ENTER NUMBER: 0-1,000,000. ALLOW DON'T KNOW

ASK ALL DORMANT BUSINESSES (C6DUM/5)

- F14 I'm interested in what may motivate you to potentially continue with your business in the future? I will read out several reasons, please tell me on a scale from 1 to 5 how important they were to you, where 1 is not at all important, 2 is not very important, 3 is neither unimportant nor important, 4 is fairly important and 5 is very important.

READ OUT. CODE ONE PER ROW.

	Not at all important	Not very important	Neither important nor unimportant	Fairly important	Very important	Don't know
To have greater flexibility for my personal and family life	1	2	3	4	5	6
To have considerable freedom to adapt my own approach to work	1	2	3	4	5	6
To earn a larger personal income	1	2	3	4	5	6
To have a chance to build great wealth or a very high income	1	2	3	4	5	6
To give myself, my partner and children financial security	1	2	3	4	5	6
To achieve something and get recognition for it (e.g. respect from friends or peers)	1	2	3	4	5	6
To achieve a higher position for myself in society	1	2	3	4	5	6
To fulfil a personal vision	1	2	3	4	5	6
To challenge myself	1	2	3	4	5	6
To continue a family tradition	1	2	3	4	5	6
To follow the example of a person that I admire	1	2	3	4	5	6
To build a business my children can inherit	1	2	3	4	5	6
To make a positive difference to my community, others or the environment	1	2	3	4	5	6
To make use of an existing skill	1	2	3	4	5	6
To have better work opportunities	1	2	3	4	5	6

F15 Deleted

F16 Deleted

ASK ALL DORMANT BUSINESSES (C6DUM/5)

F17 **Thinking about the different aspects of running a business, what for you, are the most important aspects to get right in order to have a successful business?**

INTERVIEWER – PROBE FULLY – ANY OTHER REASONS?

WRITE IN. ALLOW DON'T KNOW.

F18 Deleted

G Sold businesses (C6DUM/4)

ASK SOLD BUSINESSES (C6DUM/4)

G1 **In what year and roughly what month did you sell your business?**

ENTER YEAR	ENTER MONTH (ALLOW DK)
Don't know / Can't remember year	X

ASK SOLD BUSINESSES (C6DUM/4)

G2 **What factors contributed to you selling your business? For instance, was this due to a change in your motivations for running a business? Or due to outside factors? Or a combination of both?**

INTERVIEWER – PROBE FULLY – ANY OTHER REASONS?

WRITE IN. ALLOW DON'T KNOW.

ASK SOLD BUSINESSES (C6DUM/4)

G3 **How many staff, if any, were you employing at the time you sold your business?**

Do not count the owners but including all exclusive subcontractors, who were working for this business. By exclusive subcontractors, we mean people or firms working ONLY for this business, and not working for others as well.

ENTER NUMBER. ALLOW REFUSED.

ASK IF ANY STAFF (G3/1 OR MORE)

G4 **How many full-time equivalents did this add up to?**

ADD IF NECESSARY: An example would be that for a standard 35 hour 5 day working week if you employed 1 member of staff to work for 2 days and another to work for 3 days this would count as 1 full time equivalent member of staff.

ENTER NUMBER. ALLOW REFUSED.

ASK SOLD BUSINESSES (C6DUM/4)

At the time you sold your business...

ASK ALL SOLD BUSINESSES (C6DUM/4)

- G5 **Did all, some, or none of your potential customers consider this product or service new and unfamiliar?**

DO NOT READ OUT. CODE ONE ONLY.

All	1	
Some	2	
None consider this new and unfamiliar	3	
Don't know	4	

ASK ALL SOLD BUSINESSES (C6DUM/4)

- G6 **Were there many, few, or no other businesses offering the same products or services to your potential customers?**

DO NOT READ OUT. CODE ONE ONLY.

Many business competitors	1	
Few business competitors	2	
No business competitors	3	
Don't know	4	

ASK ALL SOLD BUSINESSES (C6DUM/4)

- G7 **Had 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?**

PROMPT IF NECESSARY. CODE ONE ONLY.

Less than a year	1	
Between one to five years	2	
Longer than five years	3	
Don't know	4	

ASK ALL SOLD BUSINESSES (C6DUM/4)

- G8 **What proportion of your customers normally lived outside the UK. Is it more than 90%, more than 75%, more than 50%, more than 25%, more than 10%, or 10% or less?**

PROMPT IF NECESSARY. CODE ONE ONLY.

More than 90%	1	
More than 75%	2	
More than 50%	3	
More than 25%	4	
More than 10% or	5	
10% or less	6	
None	7	
Don't know	8	

G9 **Deleted**

G10 **Deleted**

ASK ALL SOLD BUSINESSES (C6DUM/4)

- G11 **Thinking about the different aspects of running a business, what for you, are the most important aspects to get right in order to have a successful business?**

INTERVIEWER – PROBE FULLY – ANY OTHER REASONS?

WRITE IN. ALLOW DON'T KNOW.

G12 **Deleted**

ASK ALL SOLD BUSINESSES (C6DUM/4)

G13 And are you currently self-employed, employed, in training or education, retired or not working?

PROBE TO DETERMINE SPECIFIC CATEGORY BELOW. MULTICODE OK.

An owner of another business or self-employed doing another type of work	1
Working full-time (30 hours a week or more) for an employer in a paid role	2
Working part-time (less than 30 hours a week) for an employer in a paid role	3
Working for an employer in a voluntary, unpaid role or internship	4
In full time training or education – 16 hours or more per week	5
In part time education or training – less than 16 hours per week	6
Retired	7
Not working, but actively looking for paid work for an employer	8
Not working and not looking for paid work for an employer	9
Other (specify)	10

ASK THOSE RUNNING A BUSINESS / SELF EMPLOYED (G13/1)

G14 And what is the main activity of the business you are currently running?

INTERVIEWER PROBE FOR THE FOLLOWING - START WITH FIRST PROBE AND ONLY USE THE OTHERS IF NECESSARY TO GET CLEAR INFORMATION

- What would you type into a search engine to find an organisation like it online?
- What is the main product or service of this establishment?
- What exactly is made or done at this establishment?

WRITE IN. ALLOW REFUSED. POST INTERVIEW THE RESPONSES ARE TO BE CODED TO STANDARD BROAD SECTORS.

ASK THOSE CURRENTLY IN WORK (G13/2-4)

G14a And what is the main activity of the business you are currently working for?

INTERVIEWER PROBE FOR THE FOLLOWING - START WITH FIRST PROBE AND ONLY USE THE OTHERS IF NECESSARY TO GET CLEAR INFORMATION

- What would you type into a search engine to find an organisation like it online?
- What is the main product or service of this establishment?
- What exactly is made or done at this establishment?

WRITE IN. ALLOW REFUSED. POST INTERVIEW THE RESPONSES ARE TO BE CODED TO STANDARD BROAD SECTORS.

H Closed businesses (C6DUM/3)

ASK CLOSED BUSINESSES (C6DUM/3)

H1 **In what year and roughly what month did you close your business?**

ENTER YEAR	ENTER MONTH (ALLOW DK)
Don't know / Can't remember year	X

ASK CLOSED BUSINESSES (C6DUM/3)

H2 **What factors contributed to you closing your business? For instance, was this due to a change in your motivations for running a business? Or due to outside factors? Or a combination of both?**

INTERVIEWER PROBE FULLY - ANY OTHER REASONS?

WRITE IN. ALLOW DON'T KNOW.

ASK ALL CLOSED BUSINESSES (C6DUM/3)

H3 **How many staff, if any, were you employing at the time you closed your business?**

Do not count the owners but including all exclusive subcontractors, who were working for this business. By exclusive subcontractors, we mean people or firms working ONLY for this business, and not working for others as well.

ENTER NUMBER. ALLOW REFUSED.

ASK ALL CLOSED BUSINESSES EMPLOYING ANY STAFF (H3/1 OR MORE)

H4 **How many full-time equivalents was this?**

ADD IF NECESSARY: An example would be that for a standard 35 hour 5 day working week if you employed 1 member of staff to work for 2 days and another to work for 3 days this would count as 1 full time equivalent member of staff.

ENTER NUMBER. ALLOW REFUSED.

ASK ALL CLOSED BUSINESSES (C6DUM/3)

At the time you closed your business...

ASK ALL CLOSED BUSINESSES (C6DUM/3)

- H5 **Did all, some, or none of your potential customers consider this product or service new and unfamiliar?**

DO NOT READ OUT. CODE ONE ONLY.

All	1	
Some	2	
None consider this new and unfamiliar	3	
Don't know	4	

ASK ALL CLOSED BUSINESSES (C6DUM/3)

- H6 **Were there many, few, or no other businesses offering the same products or services to your potential customers?**

DO NOT READ OUT. CODE ONE ONLY.

Many business competitors	1	
Few business competitors	2	
No business competitors	3	
Don't know	4	

ASK ALL CLOSED BUSINESSES (C6DUM/3)

- H7 **Had 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?**

PROMPT IF NECESSARY. CODE ONE ONLY.

Less than a year	1	
Between one to five years	2	
Longer than five years	3	
Don't know	4	

ASK ALL CLOSED BUSINESSES (C6DUM/3)

- H8 **What proportion of your customers normally lived outside the UK? Is it more than 90%, more than 75%, more than 50%, more than 25%, more than 10%, or 10% or less?**

PROMPT IF NECESSARY. CODE ONE ONLY.

More than 90%	1	
More than 75%	2	
More than 50%	3	
More than 25%	4	
More than 10% or	5	
10% or less	6	
None	7	
Don't know	8	

H9 **Deleted**

H10 **Deleted**

ASK ALL CLOSED BUSINESSES (C6DUM/3)

- H11 **Thinking about the different aspects of running a business, what for you, are the most important aspects to get right in order to have a successful business?**

INTERVIEWER – PROBE FULLY – ANY OTHER REASONS?

WRITE IN. ALLOW DON'T KNOW.

ASK CLOSED BUSINESSES (C6DUM/3)

H12 **And are you currently self-employed, employed, in training or education, retired or not working?**

PROBE TO DETERMINE SPECIFIC CATEGORY BELOW. MULTICODE OK.

An owner of another business or self-employed doing another type of work	1
Working full-time (30 hours a week or more) for an employer in a paid role	2
Working part-time (less than 30 hours a week) for an employer in a paid role	3
Working for an employer in a voluntary, unpaid role or internship	4
In full time training or education – 16 hours or more per week	5
In part time education or training – less than 16 hours per week	6
Retired	7
Not working, but actively looking for paid work for an employer	8
Not working and not looking for paid work for an employer	9
Other (specify)	10

ASK THOSE RUNNING A BUSINESS / SELF EMPLOYED (H12/1)

H13 **And what is the main activity of the business you are currently running?**

INTERVIEWER PROBE FOR THE FOLLOWING - START WITH FIRST PROBE AND ONLY USE THE OTHERS IF NECESSARY TO GET CLEAR INFORMATION

- What would you type into a search engine to find an organisation like it online?
- What is the main product or service of this establishment?
- What exactly is made or done at this establishment?

WRITE IN. ALLOW REFUSED. POST INTERVIEW THE RESPONSES ARE TO BE CODED TO STANDARD BROAD SECTORS.

ASK THOSE CURRENTLY IN WORK (H12/2-4)

H13a **And what is the main activity of the business you are currently working for?**

INTERVIEWER PROBE FOR THE FOLLOWING - START WITH FIRST PROBE AND ONLY USE THE OTHERS IF NECESSARY TO GET CLEAR INFORMATION

- What would you type into a search engine to find an organisation like it online?
- What is the main product or service of this establishment?
- What exactly is made or done at this establishment?

WRITE IN. ALLOW REFUSED. POST INTERVIEW THE RESPONSES ARE TO BE CODED TO STANDARD BROAD SECTORS.

L Nascent / Abandoned businesses (C6DUM/1-2)

ASK NASCENT / ABANDONED BUSINESSES (C6DUM/1-2)

L1 [C1/2] **What would you say were the biggest barriers to you setting up a business?**

[C1/1 OR 3] **What if any obstacles have prevented you from having been able to set up your business already?**

DO NOT READ OUT. CODE ALL THAT APPLY.

Lack of (enough) access to finance	1
Not enough demand / could not find customers	2
Could not find business partner(s)	3
Could not find (good) staff	4
Not enough time to devote to set up - Family commitments	5
Not enough time to devote to set up - Other work commitments	6
Not enough time to devote to set up - Study / training commitments	7
Not enough time to devote to set up - Other (specify)	8
Need to retire first	9
More difficult than expected (e.g. felt I didn't have the skills required)	10
Other (specify)	11
Don't know	12

I Future businesses and impact of recession (ALL)

ASK ALL

11 **Do you have any plans to open another business in future?**

Yes	1
No	2
Don't know	3

ASK IF PLANS TO OPEN BUSINESS IN FUTURE (I1/1)

12 **Do you think this might be...?**

READ OUT. CODE ONE ONLY.

Within the next 2 years	1
Within the next 5 years	2
In over 5 years' time	3
Don't know	4

13 **Deleted**

14 **Deleted**

15 **Deleted**

16 **Deleted**

J Business support (ALL)

ASK ALL

- J1 **When you were trying to start up your business, [C6DUM/3-8: or at any point whilst you were running the business], did you use any business support or advice services that were:**

	YES	NO	DK
_1 Run by central / local government, trade bodies or other not for profit organisations	1	2	3
_2 Run by private sector companies providing management, financial or legal advice or support to businesses	1	2	3

ASK THOSE WHO USED BUSINESS SUPPORT ([J1_1=1 OR J1_2=1] AND [C6DUM/3-8])

- J2 **At what point did you use these support or advice services? Did you use them before you started up your business or after you started up your business?**

PROMPT IF NECESSARY. CODE ALL THAT APPLY.

Used business support / advice before started up business	1
Used business support / advice after started up business	2
Don't know	5

ASK THOSE WHO USED BUSINESS SUPPORT BEFORE STARTING BUSINESS (J2/1) OR [C6DUM/1-2 AND (J1_1/1 OR J1_2/1)]

- J3 **And how big an impact did the advice or support have on your decision to try and start a business? Would you say ...**

READ OUT

A big impact	1
Some impact	2
A little impact but not much	3
No impact at all	4
Don't know	5

ASK THOSE WHO USED BUSINESS SUPPORT WHEN RUNNING THEIR BUSINESS (CODE 1 AT J1_1 OR J1_2 AND C6DUM/3-8)

J3A As a result of the advice or support did you change your approach to any aspect of running your business? Would you say ... READ OUT

Yes – a big change	1
Yes – some change	2
No – did not make any change	3
Don't know	4

ASK THOSE WHO DID NOT ACCESS ANY SUPPORT SERVICES (CODE 2 OR 3 AT J1_1 AND J1_2)

J4 Were there any particular reasons why you didn't use any business support or advice services?

DO NOT READ OUT. CODE ALL THAT APPLY.

Didn't think needed any support / was fine on own	1
Didn't think it would be useful	2
Didn't know of any (relevant) support services in my area	3
Couldn't afford to pay for advice / support services	4
I had friends/family who advised me	5
Fellow entrepreneurs advised me	6
Other (specify)	7
Don't know	8

J5 **Deleted**

J6 **Deleted**

K Permission to recontact (ALL)

ASK ALL

- K1 **Thank you very much for taking the time to speak to us today. In the next couple of months, we will be undertaking the next stage of the research where we will be recontacting participants from this stage to put together some case studies on people's experiences of setting up and running businesses.**

This would give you further opportunity to influence government policy relating to entrepreneurship.

In principle, would you be willing to take part in this next stage of the research? It would involve a discussion over the telephone at some point in the next few months and we would recontact you nearer the time to find out if you were still willing to take part and, if so, arrange a convenient time to call.

Yes – willing to take part	1
No – not willing to take part	2

ASK ALL

- K2 **Would you be willing for us to call you back regarding:**

This particular study – if we need to clarify any of the information	1
Other research studies which may be relevant to you	2
Neither of these	3

IF CONSENT TO RECONTACT (K1/1 OR K2/1)

- K3 **And could I just check, is [NUMBER] the best number to call you on?**

Yes	1
No - write in number	2

ASK ALL

- K4 **(INTERVIEWER - RECORD THE NAME OF RESPONDENT WHO COMPLETED INTERVIEW FOR QC PURPOSES)**

Name:	
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Finally I would just like to confirm that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct. Thank you very much for your help today.