



Entrepreneurship in the Population Survey

EPOP:2023 Methodology Report

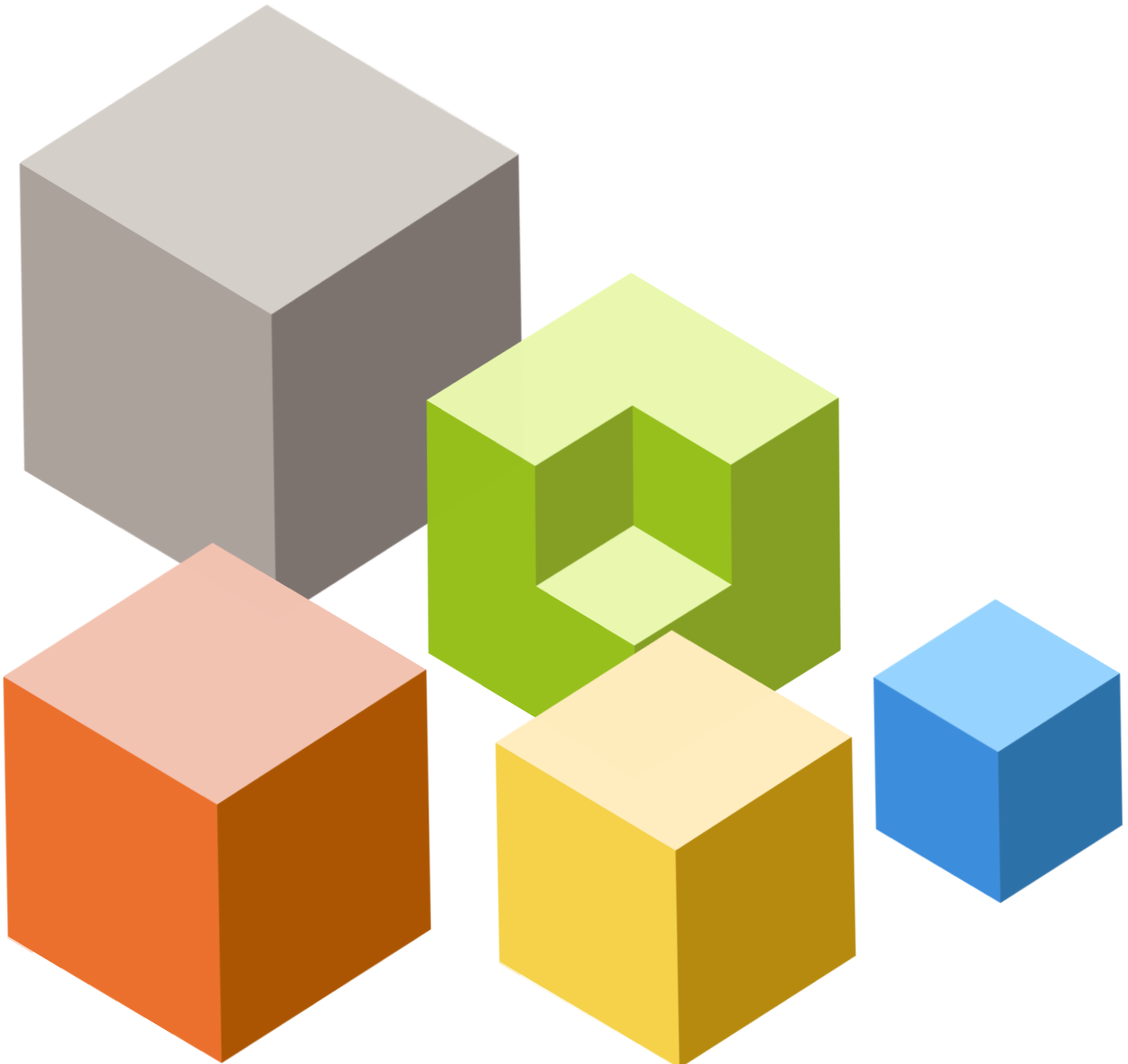
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1. EPOP SURVEY PROJECT OVERVIEW

The Entrepreneurship in the Population (EPOP) Survey Project is funded by the Ewing Marion Kauffman Foundation and conducted by NORC at the University of Chicago consists of two major components:

1. The development of a robust questionnaire to measure entrepreneurship in the U.S. population, the EPOP Survey, and
2. Conducting five annual data collections utilizing the EPOP Survey, analyzing the results, and disseminating the data and findings.

The EPOP Survey is a nationally representative survey which measures entrepreneurship status and activity in the United States.

NORC has completed two years of data collection in 2022 and 2023. NORC will collect three more years of data from 2024 through 2026.

The EPOP Survey results support estimation by key demographic subgroups and by each of the 50 states, Washington DC, and the 50 most populous metropolitan areas.

PURPOSE AND GOALS

The goal of the EPOP Survey project is to better understand entrepreneurship in the U.S. and barriers to success business owners face. The survey is designed to understand the scope of entrepreneurial activities from adults 18 years and older in United States and result in a variety of measures of entrepreneurial behavior including current and former business ownership, whether individuals are currently taking or have in the past taken steps towards starting a business, the extent to which individuals engage in freelance work, and engagement with the “gig economy.”

In addition to capturing the characteristic profile of the individuals involved in these various entrepreneurial activities across the U.S., the survey collects information on the behaviors, challenges, and resources available to individuals during the entrepreneurial process. The EPOP Survey provides insight into how entrepreneurial experiences vary by race, gender, and economic status. The study’s longitudinal nature aims to provide insight into how entrepreneurial experiences change over time.

EPOP PROGRAM AND SURVEY MANAGER

NORC at the University of Chicago (NORC) is conducting the EPOP Survey Project with grant funding and guidance from the Ewing Marion Kauffman Foundation. NORC is responsible for collecting, maintaining, disseminating, and safeguarding the resulting EPOP Survey data. For the project, NORC is both the manager of the enterprise and conservator of the resulting data.

NORC is an independent research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions. NORC conducts objective, non-partisan research to help inform people in government, nonprofits, and businesses making decisions on key issues of the day. NORC's research addresses important issues like employment, education, and health care. Since 1941, NORC has conducted groundbreaking studies, created and applied innovative methods and tools, and advanced principles of scientific integrity and collaboration. Today, government, corporate, and nonprofit clients around the world partner with NORC to transform increasingly complex information into useful knowledge. For more information, visit [NORC.org](https://norc.org) and connect with us at twitter.com/norcnews) and facebook.com/NORCatUofC.

SPONSOR AND PARTNER

The Ewing Marion Kauffman Foundation is a private, nonpartisan foundation based in Kansas City, Missouri, that seeks to build inclusive prosperity through a prepared workforce and entrepreneur-focused economic development. The Foundation uses its \$3 billion in assets to change conditions, address root causes, and break down systemic barriers so that all people – regardless of race, gender, or geography – have the opportunity to achieve economic stability, mobility, and prosperity.

For more information, visit [Kauffman.org](https://kauffman.org) or connect via Twitter (twitter.com/kauffmanfdn) or Facebook (facebook.com/kauffmanfdn).

PROJECT TIMELINE

The overall EPOP Survey project period is from July 1, 2021 through December 31, 2026.

Prior to conducting the first EPOP Survey round, an extensive survey development and validation process was conducted on a pilot version of the EPOP Survey instrument. The validation process began in July 2021 and concluded in February 2022. It included reviewing the pilot survey instrument and results, key informant interviews with entrepreneurship experts, cognitive interviewing, pretesting the survey instrument, and debriefing the pretest participants. For more information about the Survey development and validation process can be found in the EPOP:2022 Methodology Report¹.

This Methodology Report focuses on the EPOP:2023 Survey which is the second year of the five-year survey project.

¹ https://epop.norc.org/content/dam/epop/researchers/pdf/epop_2022_methodology_report.pdf

Data collection for the second of five annual EPOP Surveys began in March 2023 and concluded in July 2023. Data processing was conducted from March to October 2023. Nondisclosure Review was conducted from August to October 2023. Weighting was conducted from August to end of September 2023. The data was finalized in mid-October 2023 and released on October 16, 2023.

Table 1 shows the EPOP:2023 Survey timeline in detail.

Table 1. EPOP:2023 Survey Project Timeline

EPOP Survey Tasks	Start	Finish
2023 Survey Conduct	11/14/2022	10/16/2023
Finalize Survey Instrument and Update Programming	11/14/2022	3/17/2023
Survey Data Collection	3/18/2023	7/4/2023
Data Processing	3/18/2023	10/16/2023
Nondisclosure Review	8/16/2023	10/16/2023
Weighting	8/1/2023	9/26/2023
Data Analysis and Documentation	8/1/2023	10/16/2023
Data Release and Dissemination	10/16/2023	

Three subsequent EPOP Survey rounds will be conducted in 2024, 2025, and 2026.

2. SAMPLE DESIGN

SIGNIFICANT CHANGES FROM 2022 TO 2023

EPOP:2023 sample design is the same as EPOP:2022.

SAMPLE DESIGN OBJECTIVES

The target population of the study is noninstitutionalized adults 18 years of age or older in the United States. The sample design supports the following estimation objectives:

- National estimates of entrepreneurship characteristics by demographics, such as, race/ethnicity, gender, age, and education, but not necessarily by the interaction of these demographic variables.
- State level estimates of entrepreneurship characteristics by race/ethnicity and gender, but not necessarily by the cross of these variables.
- Metropolitan statistical area (MSA)-level estimates of entrepreneurship characteristics by race/ethnicity and gender for the fifty most populous MSAs per the 2020 Census,² but not necessarily by the cross of these variables.

A stratified sampling design was used to achieve these objectives where the strata are defined as follows:

- Each state that does not contain any MSAs constitutes a primary sampling stratum or a geography.
- For states that contain one or more MSAs, each MSA and the rest of state outside MSAs make a primary sampling stratum. For example, seven strata or geographies are defined for the state of California, including the six MSAs within the state plus the rest of the state.
- MSAs that are made up of counties from multiple states are divided into multiple primary sampling strata, one for each state. For example, the Minneapolis-St. Paul-Bloomington, MN-WI, contains counties from both Minnesota and Wisconsin. In this case, MSA counties from each state make a separate primary sampling stratum.

Moreover, because an important objective of the study is to support estimation and analysis of entrepreneurship characteristics for non-Hispanic Black and Hispanic individuals within states

² Throughout, MSA refers to the 50 most populous MSAs. Appendix A-1 shows these MSAs and their population count.

and MSAs, each primary stratum is further divided into three secondary sampling strata: Hispanic, non-Hispanic Black, and non-Hispanic Other.

With such deep stratification, it is challenging to achieve a sufficient sample size and support estimation of high precision by race and ethnicity within every state and MSA. In particular, smaller states or less diverse states will have lower populations of Hispanic and non-Hispanic Black individuals.

SAMPLE SOURCES

The study sample is selected from three frame sources: (1) NORC’s AmeriSpeak Panel, (2) Addressed Based Sample (ABS) frame built from the USPS Delivery Sequence (DSF) file; and (3) non-probability panels. Samples selected from the AmeriSpeak Panel and the ABS frame are probability samples with explicit stratification and known sample selection probabilities, while the sample selected from the opt-in panels is a non-probability sample with unknown frame coverage and unknown selection probabilities. The three samples are combined using NORC’s TrueNorth® weighting method to generate a set of combined sample weights to support relatively unbiased estimation. See “Combined Sample Weights” in Section 6 of this document for more details about TrueNorth®.

AmeriSpeak® (AS) Panel Sample

Designed to represent the U.S. household population, the AmeriSpeak Panel is a large probability-based panel constructed and maintained by NORC at the University of Chicago. U.S. households are randomly selected with a known and non-zero probability from the NORC National Frame as well as address-based sample (ABS) frames, and then recruited by mail, telephone, and face-to-face interviews. AmeriSpeak panelists participate in NORC studies or studies conducted by NORC on behalf of governmental agencies, academic institutions, the media, and commercial organizations. AmeriSpeak panel recruitments take place annually. As of the end of June 2023, the AmeriSpeak panel contains about sixty thousand active panelists, and the cumulative AmeriSpeak panel recruitment response rate is 23.6%. Non-response appears to be non-random, with minorities, young adults, and adults with low education attainment responding at a lower rate. Potential non-response errors are addressed through non-response weighting adjustments where adjustment cells are formed by the cross of age, gender, race/ethnicity, and education. Each AmeriSpeak panelist is assigned a final panel weight such that the panel fully represents the target population.

Address-Based Sample (ABS)

The AmeriSpeak Panel is not large enough to support a sufficient probability sample in all states and MSAs, especially for Hispanic and non-Hispanic Black individuals. Supplemental probability samples are selected from the ABS frame constructed from the Delivery Sequence File (DSF) available from the U.S. Postal Service (USPS). Used by the USPS for mail delivery

across the country, the DSF is a computerized file that contains all delivery point addresses serviced by the USPS. Business addresses or residences used mostly for business purposes are excluded from the frame, as are PO boxes unless they are the only way to get mail (OWGM). The DSF has nearly full coverage for multi-mode surveys based on mail contact.

Non-Probability Sample

Non-probability data collection uses various methods to invite survey participation including e-mail invitations, phone alerts, banners and messaging on panel community sites in an effort to recruit survey participants with a diversity of motivations to take part in research. At the time of enrollment, respondents are asked to join an online market research panel. Respondents are informed that joining the non-probability panel is not part of a sales process. The survey invitations provide only basic links and information that is non-leading. Non-probability panelists are rewarded for taking part in surveys according to a structured incentive scheme, with the incentive amount offered for a survey determined by the length and content of the survey, the type of data being collected, the nature of the task and the sample characteristics. Panelists are supported by a dedicated team and have the option to unsubscribe at any time. The non-probability panel management is compliant with market research industry standards, data protection and privacy laws.

Nonprobability samples provide a lower cost alternative to probability samples. However, the quality of the data is oftentimes low, and estimates based on nonprobability samples may be biased due to unknown sample selection and frame coverage biases. The American Association for Public Opinion Research (AAPOR) published a report on the strengths and weaknesses of nonprobability sampling in 2013, encouraging researchers to continue empirical and theoretical development of estimation methods and particularly measures of the quality of nonprobability sample estimates that include both estimation of bias and overall precision (Baker, et al., 2013). This report describes the methodology for combined estimation from these three samples. Researchers interested in performing analyses using only probability sample data can do with sample type being identified within the EPOP:2023 Public Use File (PUF) and Restricted Use File (RUF).

SAMPLE ALLOCATION

The primary sampling strata in the EPOP Survey are states and MSAs, and the secondary sampling strata are the three racial and ethnic groups, i.e., Hispanic, non-Hispanic Black, and all other non-Hispanic races. For the probability samples, comprised of AmeriSpeak and ABS samples, the sample allocation is determined to achieve the following:

- Each state (including DC) receives a total of 175 complete surveys from the probability samples to support state-level estimation,

- Each of the top 50 MSAs receives a total of 100 complete surveys from the probability samples to support MSA-level estimation,
- Within each state, Hispanic and non-Hispanic Black individuals each receive 20 percent of the total state allocation, or twice the respective state population benchmark percent for each group, whichever is lower; and
- Within each MSA, Hispanic and non-Hispanic Black individuals each receive 25 percent of the total MSA allocation, or twice the respective MSA population benchmark percent for each group, whichever is lower.

These sample allocation targets are set such that:

- (1) state-level estimation achieves similar precision across all the states,
- (2) MSA-level estimation achieves a similar level of precision across all the MSAs,
- (3) Hispanic and non-Hispanic Black individuals are oversampled in states and MSAs where their total share in the population is below 20 and 25 percent, respectively, and
- (4) the final sample size is consistent with overall budget constraints.

Appendix A-2 shows the probability sample allocation by state, MSA, and between AmeriSpeak and ABS.

No specific sample allocation is needed for the non-probability sample because it does not entail an explicit sample design, which was operationalized using a quota sample selected by the sample vendor from their opt-in panels. However, state and MSA level targets were provided to the vendor with a request for increased surveys in several geographic areas with low sample coverage.

The general targets across non-probability samples were to accrue approximately 350 complete surveys per state and approximately 200 completes per MSA. The targets were increased by approximately 100 completes for 10 states (i.e., Alaska, District of Columbia, Maine, Mississippi, Montana, New Hampshire, New Mexico, Rhode Island, Vermont, and Wyoming) and approximately 40 completes for 8 MSAs (i.e., Louisville/Jefferson County, Memphis, TN-MS-AR, New Orleans-Metairie, LA, Oklahoma City, OK, Richmond, VA, San Jose-Sunnyvale-Santa Clara, CA, Salt Lake City, UT, and Virginia Beach-Norfolk-Newport News, VA-NC).

SAMPLE SELECTION

The AmeriSpeak sample is selected from the AmeriSpeak Panel using 48 sampling strata based on age, race/ethnicity, education, and gender within each primary sampling stratum, an MSA or

the area of the state outside of MSAs. For instance, for the state of Illinois, a stratified sample is selected for each of the following primary strata: Illinois' share of the Chicago-Naperville-Elgin MSA that encompasses three states (Illinois, Indiana, and Wisconsin), Illinois' share of St. Louis MSA that encompasses two states (Illinois and Missouri), and the rest of Illinois outside these two MSAs.

Within each primary sampling stratum, sample selection considers the expected survey completion rates across the sampling strata within each geography. The size of the selected sample per stratum is determined such that the distribution of the complete surveys matches that of the target population as represented by the 2020 decennial census data. If a panel household has more than one active adult panel member, only one adult panel member is selected at random. Panelists selected for an AmeriSpeak study earlier in the business week are not eligible for sample selection until the following business week. Appendix A-3 shows the sample size selected for each primary sampling stratum from the AmeriSpeak Panel.

As discussed earlier, the purpose of the supplemental ABS samples is to fill gaps in the AmeriSpeak sample such that the total number of probability sample surveys meet the minimum requirement by geography and by race/ethnicity within each geography. The ABS sample is selected in three phases.

In the first phase, a stratified sample of 401,289 cases are selected from the DSF frame, where the sample size is determined by the target number of ABS completes and the expected completion rate. See Appendix A-4 to see the first phase ABS sample by state and MSA.

In the second phase, predicted demographic information (e.g., race/ethnicity, education, marital status) and contact information (e.g., phone number, email address) are then appended to the first phase sample by commercial data vendors. The appended data are used to support sample stratification in the second phase sample selection and to support multimode data collection. NORC was able to append phone numbers to 59% and email to 88.4% of the sample addresses. Within this second phase, a stratified sample is selected from each primary sampling stratum where the secondary sampling strata are non-Hispanic Black, Hispanic, and all other non-Hispanic races, defined by the appended predicted race/ethnicity variable from the commercial data vendor reducing the sample size to 54,755 cases. See Appendix A-5 to see the second phase ABS sample by state and MSA.

In the third and final phase, a subset of the cases was randomly selected from each stratum – with about 10% selected from the “Others” strata and about 40% selected from the Black/Hispanic strata. After this selection, a sampling vendor was used to append phone numbers and email information to the final case set. The total number of ABS cases in the final sample for EPOP:2023 was 29,012 cases. See Appendix A-6 for the third phase released ABS sample by State and MSA. The ABS sample was designed to complete 3,268 complete

interviews, and the target number of ABS completes by secondary sampling strata is shown in Appendix A-7.

Finally, the nonprobability samples are selected by the sample vendor based on the target number of complete surveys by geography and race/ethnicity provided by NORC. The EPOP:2023 initially targeted 450 surveys from Alaska, Hawaii, Maine, Montana, New Hampshire, North Dakota, Vermont, and Wyoming and 350 surveys from the rest of the states and Washington D.C. Within the total targeted number of 18,650 surveys, the goal was to collect 200 to 240 completes within each of the 50 largest MSAs.

A sampling flowchart in Appendix A-8 shows the process for each of the three sample sources.

3. INSTRUMENT DESIGN

SIGNIFICANT CHANGES FROM 2022 TO 2023

Based on data review of the EPOP:2022 data, some updates were made to the EPOP:2023 questionnaire. Appendix B-1 lists all survey item updates, including the specific change made, variable name, questionnaire section, and update type and category. The three main types of updates are:

- New items,
- Removed items, and
- Changes to existing items.

Changes to existing items includes question wording updates, logic updates, and response option changes. In the EPOP:2023 questionnaire, the capital series variables (PE_CAPITAL and BO_ADDFINANCE) underwent the most refinement with both new items and changes to existing items. To facilitate easier data entry for respondents, the capital items were changed to a worksheet format that allowed respondents to enter dollar amounts for types of capital they received or requested and calculates the total in real time. Respondents could adjust entries based on whether the total amount matched their expectation.

Several minor changes were made to the screener for EPOP:2023. The primary goal of these changes was to enable more overlap across activity participation by reducing restrictions to activity assignment. First, current business owners were asked questions about previous business ownership and current freelancers were asked about previous freelancing; in the EPOP:2022 survey these follow-up questions were not asked. Second, all respondents were asked if they had withdrawn from an entrepreneurship endeavor; in EPOP:2022 only those who did not report some type of entrepreneurship activity were asked this. Third, changes were made to identify “serial” entrepreneurs by asking how many businesses current business owners own and how many freelance jobs freelancer have. The first and second changes will affect national estimates of former business ownership, former freelancing, and withdrawn entrepreneurship although analysts could back code the EPOP:2023 data could be comparable to EPOP:2022 estimates.

SURVEY VALIDATION

Before the EPOP:2022 Survey data collection started, NORC conducted several phases of survey validation.

- *Review of a Pilot Survey Instrument*

The Kauffman Foundation provided NORC with the questionnaire from an EPOP pilot survey in 2020. The NORC research team evaluated and edited this instrument in conjunction with Kauffman to develop the final EPOP:2022 Survey.

- *Key Informant Interviews*
Experts in the field of entrepreneurship provided feedback on the revised survey instrument, particularly the screener for entrepreneurship categories.
- *Cognitive Interviews*
NORC conducted almost 20 cognitive interviews to evaluate how a diverse set of respondents interpret item wording and intent.
- *A Pre-test and Debriefing of the Pre-test*
EPOP research team fielded a pre-test of the survey instrument to a large sample of respondents and then conducted debriefing interviews with a subset of the respondents. This effort uncovered additional ways to improve the questionnaire and achieve the final version of the questionnaire used in the fielding.

The EPOP:2022 Methodology Report contains details on the survey validation process.

No additional validation work was done for EPOP:2023.

QUESTIONNAIRE

Survey Overview

The EPOP:2023 questionnaire (See Appendix F) consists of an entrepreneurship category screener and the following ancillary sections:

- Pursuing entrepreneurship section
- Business operations section
- Non-entrepreneurial focus section for the general population
- Demographic section

Regarding demographics, the ABS sample answers some demographic questions (on age, gender identity, and race) before the screener starts. This information is not already known for ABS, unlike the AmeriSpeak sample, and is needed for weighting. Therefore, the ABS sample provides these important demographics up front.

Entrepreneurship Category Screener

The screener allows individuals to qualify for multiple categorizations of entrepreneurship. Each category is derived independently and accommodates complex work situations individuals may have. The survey begins by capturing employment history and screening for entrepreneurial activity. Then the survey classifies individuals into an entrepreneurship category for follow-up

questions. For individuals who qualify for more than one entrepreneurship category, the following priority order is applied to assign a single category for follow-up questions and limit respondent burden:

- **Current Business Owners:** individuals who currently own a business.
- **Current Freelancers:** individuals working for themselves as a freelancer, consultant, or independent contractor.
- **Nascent Entrepreneurs:** individuals who are actively in the process of starting a business or other form of self-employment at the time of the survey.
- **Former Business Owners:** individuals who report previously owning a business but are no longer business owners.
- **Former Freelancers:** individuals who report they were previously a freelancer, consultant, or independent contractor but are no longer engaged in freelance work.
- **Withdrawn Entrepreneurs:** individuals who considered starting a business, had a specific idea, and took active steps towards the endeavor, but did not ultimately start; this includes pre-entrepreneurship leavers, missed entrepreneurs, and former nascent entrepreneurs.
- **Non-Entrepreneurs:** individuals who have never been engaged in entrepreneurship or business ownership at any stage.

Follow-up questions are structured, so each entrepreneurship category receives similar questions worded in comparable ways to foster more robust analysis across the categories.

Gig Work Questions

The survey also captures incidence of gig work and asks if the primary or secondary job is gig work. An additional question is asked about any other gig work beyond the primary or secondary jobs to ensure all gig work activities are reported. Given the potential for lack of clarity in what counts as gig work, the survey includes a definition of gig work in the question:

“Some people earn money through short, paid tasks or jobs online or in-person that are conducted through companies that coordinate payment for the service. This is sometimes referred to as ‘gig work.’”

The survey includes follow-up questions about gig work for any respondent engaged in it regardless of their entrepreneurship category including what platform they use to coordinate client acquisition and payment.

Pursuing Entrepreneurship Section

The questions in this section focus on the steps respondents took to pursue starting a business or working for themselves. Specifically, the topics covered within this section include:

- Reasons for starting a business or working for oneself

- Prior experience with this type of work
- Steps taken to pursue this work, such as, networking, market research, business development, financing, organizational planning, and staffing
- Challenges encountered while pursuing this work, such as, finances, business operations, customer reach, resources and support, and economics
- Sources and amounts of capital used to start-up a business or pursue self-employment

Business Operations Section

This section focuses on the day-to-day operations and experiences of business owners and the self-employed. Topics include the following:

- Description of the business including its legal status, clients, and location
- Origin and acquisition of the business or self-employment idea
- Sources and amounts of capital used to maintain business operations or self-employment.
- Staffing issues, such as, the types and number of workers, their wages and benefits, time spent working, and remote work policy
- Financial matters including cash on hand, amount of revenue, profits and losses, and changes in the price of goods and services
- Challenges in maintaining a business or self-employment including access to support and resources
- Goals and post-entrepreneurship plans
- Industry classification of their current, former, or idea for business or self-employment

Non-Entrepreneurial Focus Section

This section focuses on individuals who do not have experience with or interest in owning a business or being self-employed. Topics include the following:

- Reasons for not owning a business or pursuing self-employment
- Likelihood of engaging in this type of work in the future
- Their current job status including years worked, number of employees, time worked, employee benefits, and remote work policy
- Future employment plans

Demographics Section

This section focuses on demographic questions including:

- Individual characteristics, such as, education level, marital status, health insurance, military experience, and US citizenship
- Household characteristics, such as, household income and debt, and the number of household members including children

MODES

The EPOP:2023 questionnaire was administered primarily through the computer-assisted web instrument (CAWI) where respondents were given a user pin and password in either a letter, postcard, or email with instructions on how to access the survey through the EPOP website. Respondents were given an option to complete the questionnaire by phone if they had difficulty accessing the survey or preferred to complete the survey over the phone, which was administered via CATI.

LANGUAGES

The EPOP:2023 questionnaire was offered in both English and Spanish versions. Respondents were given an opportunity at the beginning of the survey via bilingual instructions to switch the language of the CAWI instrument to Spanish if they desired.

4. SURVEY DATA COLLECTION

SIGNIFICANT CHANGES FROM EPOP:2022 TO EPOP:2023

There were several adjustments made in an effort to increase response rates for the AmeriSpeak and the ABS samples during the data collection cycle for EPOP:2023.

For the AmeriSpeak sample members, two additional email prompts were added to the communication cycle. In addition to these additional prompts, a physical postcard was designed and sent to AmeriSpeak members that had not participated in a survey recently.

For the ABS sample, the timing of when communications were sent was adjusted slightly to reduce the timing between communications. Also, a smaller 3x5 postcard was substituted for one of the 4x6 postcard mailings to change the shape and content that respondents would receive to draw more attention to the EPOP materials. Additionally, printed and electronic materials were reviewed, and some content changes were made with particular focus on how the participant would represent their city/location, using the city/town name from the address to personalize the content in materials sent later in the data collection period.

Overview

Timeline and Outcome

EPOP:2023 data collection started on March 18, 2023, with the release of AS sample. The ABS advanced letters were mailed approximately 11 days later, on March 29, 2023. Data collection for EPOP:2023 officially ended on July 4, 2023. In total, 32,031 surveys were completed from each of the sample types:

- 9,623 AmeriSpeak panel surveys
- 1,551 ABS surveys
- 20,857 nonprobability surveys

The distribution of surveys by sample type and state and MSA are shown in Appendix A-2.

Survey Branding

The project team has paid particular attention to survey branding for the benefit of respondents, researchers, and other stakeholders. The team chose the name “Entrepreneurship in the Population” to clearly communicate the purpose of the survey. This name has a catchy and aesthetically pleasing acronym “EPOP” as well as corresponding logo. For respondents, the branding increases the legitimacy of the survey, and consequently, buy-in and response rates.

The branding also enhances marketing efforts to the benefit of researchers, policymakers, and others invested in this research.



Respondent Communications

Throughout data collection, the project team communicates with and supports survey respondents with a variety of methods. All respondent materials (emails, postcards, and letters) include an email address and toll-free phone number specific to the EPOP:2023 Survey. Respondent materials and contents that were successful in the first year of data collection were used again with minimal changes. Respondents can contact the project team by email or phone at any time with questions or concerns. The team closely monitors these communications and responds within 24 business hours.

Also, the [EPOP website](#) has pages dedicated to respondents. This information includes FAQs for completing the survey, reasons for participating, participant rights, and a direct link to take the survey.

AMERISPEAK (AS) SAMPLE PROTOCOL

AS Contacting Schedule

Outreach to the AmeriSpeak (AS) sample started on March 18, 2023 with an invitation to participate sent by e-mail. AS sample members who had not completed the EPOP:2023 survey received a series of follow-up and reminder emails throughout the data collection period as shown in Table 2. To ensure appropriate outreach across all targeted regions, follow-ups and reminders were sent in batches as well as in targeted groups.

Table 2: AmeriSpeak Contacting Schedule

AmeriSpeak Outreach	Date Sent
Invitation Email	3/18/2023 – 4/1/2023
First Reminder Email	4/6/2023
Postcard-Members with Low Participation	4/10/2023
Second Reminder Email	4/12/2023
Third Reminder Email	4/16/2023
Fourth Reminder Email	4/27/2023
Increased Incentive Targeted Cases	5/4/2023
Fifth Reminder Email	5/11/2023
Sixth Reminder Email	5/15/2023
Postcard-Members with High Participation	5/22/2023
Seventh Reminder Email	5/27/2023
Eighth Reminder Email	6/2/2023
Ninth Reminder Email	6/8/2023
Last Chance Email to All Non-Responders	6/21/2023

AS Incentives

AmeriSpeak sample members received an initial incentive of 6,000 AmeriPoints, equivalent to \$6.00. These members could use their points for gift cards or merchandise through the AmeriSpeak rewards page. As the data collection period progressed, the EPOP team identified members living in low-responding regions or with specific household characteristics who had not participated. To increase participation, non-responding members in 30 specific geographic regions were offered an increased incentive of 15,000 AmeriPoints, equivalent to \$15.00. Nonresponding members living outside the 30 specified geographic regions and who have two or more of specified demographic groups were offered an increased incentive of 10,000 AmeriPoints, equivalent to \$10.00. The process of targeting specific cases and increasing incentives started on May 4, 2023 and continued through June 21, 2023.

ADDRESS-BASED SAMPLE (ABS) PROTOCOL

ABS Contacting Schedule

Like the contacting strategies for AmeriSpeak members, the Address-Based Sample (ABS) received a series of survey invitations and reminders to non-responders throughout data

collection. However, due to the nature of an addressed-based sample, these reminders consisted of mailed materials as well as emails. Examples of the mailed materials can be found in Appendix C-1 through C-4. To ensure appropriate outreach across all targeted areas, follow-ups and reminders were sent in batches as well as in targeted groups. Table 3 shows the ABS contacting schedule.

Table 3: ABS Contacting Schedule

ABS Outreach Materials	Date Sent
Invitation Letter	3/29/2023
Invitation Email	4/5/2023
Follow-up Postcards	4/11/2023
Reminder Email	4/13/2023
Follow-up Letters	4/28/2023
Follow-up Reminder Email	5/3/2023
Second Follow-up Postcards	5/12/2023
Second Follow-up Reminder Email	5/15/2023
Targeted Increased Incentive Letter	5/24/2023
Targeted Non-Increased Incentive "Baby" Postcard	5/24/2023
Targeted Non-Increased Incentive Text Message	5/26/2023
Increased Incentive Reminder Email	5/26/2023
Last Chance Postcard	6/14/2023
Targeted Phone Prompting to Partial and Non-Completed Cases	6/15/2023
Last Chance Email	6/21/2023
The Survey is Closing Email	6/27/2023

ABS Incentives

ABS members received an initial incentive offer of \$15.00 in the form of an electronic gift card provided after completing the survey. Those who completed the survey could choose from a number of vendor gift cards including Amazon, Walmart, Visa, Starbucks, Barnes and Nobel, Lowes, or Target. As the data collection period progressed, nonresponse households in low-responding regions or with underrepresented demographic characteristics were identified. To increase participation, these cases were offered an increased incentive of \$25 or \$30 starting on

May 24, 2023. The process of targeting specific cases and increasing incentives continued through June 27, 2023.

NON-PROBABILITY SAMPLE PROTOCOL

Non-Probability Contacting Schedule

A non-probability sample was also used for data collection. Both non-probability vendors followed a similar contract strategy to increase participation. Like the AmeriSpeak strategy, all survey invitations and reminders to non-responders were sent by email. Non-probability vendors sent the initial invitations on June 14, 2023. Data collection for closed on July 5, 2023.

Non-Probability Incentives

Non-probability survey participants received incentives from the vendor.

Like the AmeriSpeak panel, the non-probability survey participants received an incentive in points. Points are determined by the vendor and could be redeemed for cash rewards, gift cards, and donations to charity or online games.

INCREASED INCENTIVE PROTOCOL

Mid-Field Incentive Increase to AS Nonrespondents

Two different approaches were taken to assess, select and then increase the incentive of cases at the mid-field point during data collection for nonresponding AS cases: coverage of geographic regions and underrepresented groups.

Approach #1: Geographic Region

Increasing the incentive mid-field was used as a strategy to maximize the AS nonresponse sample to meet the probability sample targets in all 101 geographic regions. For any geographic region, not at the target goal of 175 probability surveys per state or 100 probability surveys per MSA, calculate the cooperation rate needed from the remaining AS nonresponse cases to achieve the target number of probability completes. If that needed cooperation rate was 5% or higher, all remaining AS nonresponse cases in that geographic area for an incentive increase from \$6 to \$15. This is done on 4/26/2023 after 25 days of production on the full AS sample.

Table 4. AS Geographic Region for Increased Incentive

AS Geographic Regions: Incentive increase from \$6 to \$15	
States	MSAs
AK	Austin-Round Rock-Georgetown, TX
AL	Birmingham-Hoover, AL
AR	Buffalo-Cheektowaga, NY
DC	Cincinnati, OH-KY-IN
DE	Jacksonville, FL
HI	Louisville/Jefferson County, KY-IN
LA	Memphis, TN-MS-AR
ME	Nashville-Davidson-Murfreesboro-Franklin, TN
MS	New Orleans-Metairie, LA
MT	Oklahoma City, OK
ND	Orlando-Kissimmee-Sanford, FL
NH	Richmond, VA
NJ	Salt Lake City, UT
NM	San Jose-Sunnyvale-Santa Clara, CA
RI	Virginia Beach-Norfolk-Newport News, VA-NC
UT	Buffalo-Cheektowaga, NY
VT	Cincinnati, OH-KY-IN
WV	
WY	

Approach #2: Under-Represented Groups

Increasing the incentive mid-field was used as a strategy to maximize the AS nonresponse sample to increase the coverage of underrepresented groups. For any nonresponse AS cases who were outside the geographic regions in Approach #1 and were members in the two or more of the demographic groups listed below, were offered an incentive increase from \$6 to \$10. This is done on 4/26/2024 after 25 days of production on the full AS sample.

- Any Black, Hispanic, or Black and Hispanic AS sample members
- Any Male AS sample members
- Any AS Sample members between 18 to 49 years old
- Any AS sample members with less than a High School education or a High School Graduate or Equivalent.

Mid-Field Incentive Increase to ABS Nonrespondents

Nonresponding ABS households who lived in underperforming States or MSA location were selected based on response percentage as of the beginning of May.

STATES: Nonresponding households in states where more than an 8% completion was needed to reach 175 complete surveys had their incentive increased to \$30. Nonresponding households in states where less than 8% completion was needed to reach 175 completed surveys had their incentive increases to \$25.

- Nonresponding households in these states had their incentive increased to \$30: ME, MS, MT, NM, RI, VT, WV and WY.
- Nonresponding households in these states had their incentive increased to \$25: AK, AR, DC, DE, HI, KY, ND, NH and NJ.

There were two state exceptions:

- There were two states where the MSAs in the state cross state boundaries were offered an incentive increase to \$30.

MSAs: Nonresponding households in MSAs where more than an 8% completion was needed to reach 100 complete surveys had their incentive increased to \$30.

Nonresponding households in states where less than 8% completion was needed to reach 100 complete surveys had their incentive increases to \$25.

- Nonresponding households in these MSAs had their incentive increased to \$30: Birmingham-Hoover, AL; Charlotte-Concord-Gastonia, NC-SC, Columbus, OH; Denver-Aurora-Lakewood, CO; Jacksonville, FL, Nashville-Davidson--Murfreesboro--Franklin, TN; Oklahoma City, OK, Orlando-Kissimmee-Sanford, FL, Sacramento-Roseville-Folsom, CA, Salt Lake City, UT, San Antonio-New Braunfels, TX.
- Nonresponding households in these MSAs had their incentive increased to \$25: Austin-Round Rock-Georgetown, TX; Cincinnati, OH-KY-IN; Louisville/Jefferson County, KY-IN; Memphis, TN-MS-AR; New Orleans-Metairie, LA; Richmond, VA; San Jose-Sunnyvale-Santa Clara, CA; Virginia Beach-Norfolk-Newport News, VA-NC.

The 3 MSAs where the incentive increased to \$30 but one or more of the overlapping states go to \$25 are flagged.

- Cincinnati, OH-KY-IN increases to \$30. (KY outside of Cincinnati and Louisville increase to \$25; at the state level, OH and IN did not get an increase.)

- Louisville/Jefferson County, KY-IN gets \$30. (KY outside of Cincinnati and Louisville get \$25; at the state level, IN does not get an increase.)
- Memphis, TN-MS-AR gets \$30. (AR outside of Memphis gets \$25; at the state level, TN does not get an increase, MS as a state goes to \$30.)

LAST CHANCE (LC) PROTOCOL

There was a final push for survey response at the very end of the field period. These final gaining cooperation contacts are referred to as the “Last Chance” data collection protocols.

Nonresponding sample members were notified via mail that the “survey is ending soon, and this is the last chance to participate.” Where cases had an increased incentive, the last chance messages also reminded them of their increased incentive offer. Emails with the same Last Chance message were sent to any nonresponding sample members that had an email address available.

RESPONSE RATES

The response rate varied by sample type. For the AmeriSpeak Panel sample, the response to the survey request was 34.7%, and the overall response rate was 5.4% which reflects the panel recruitment and retention rates – details are shown in Table 5. For the ABS sample, the final unweighted response rate was 8.8%. For the non-probability survey panels, the response rate is not reported.

Table 5. Response Rate for AmeriSpeak

	AmeriSpeak
Weighted Household Panel Recruitment Rate	19.5%
Weighted Household Panel Retention Rate	80.4%
Survey Completion Rate	34.7%
Weighted Cumulative Response Rate	5.4%

5. SURVEY DATA PROCESSING, EDITING, AND NON-DISCLOSURE

SIGNIFICANT CHANGES FROM EPOP:2022 TO EPOP:2023

Data review and editing procedures largely followed protocols developed for the EPOP:2022 data collection although there were three significant changes: updates to editing code to accommodate new and modified questions, renaming of variables to indicate substantive item differences between EPOP:2022 and EPOP:2023, and rewriting processing code to be more efficient.

Questionnaire content additions and revisions (see Appendix D for more detail) required a careful review and documentation of new and modified variable specifications, including allowable ranges and skip patterns. New editing rules were created for all variables added in EPOP:2023. Existing variable specifications were updated to be consistent with modified variable ranges and variable display conditions. For instance, for the question BO_NUMEMPLOY_1. “How many of the following types of workers are/ were used by your business/self-employment?” the survey instrument allowed a different range of valid responses to the question in EPOP:2023 (0-10,000 employees) than in EPOP:2022 (0-100 employees). In accordance with the change, editing specifications were updated to accept answers up to 10,000 in EPOP:2023. Appendix B-1 provides a list of variables that were added, dropped, or modified in EPOP:2023. In instances when changes were made to the variable response choices, that variable was given a different name in the EPOP:2023 data files. Appendix D-1 and D-2 provides information on how variables with survey year specific code frames can be recoded and combined.

The other key change was a shift to using the R programming language to apply rules more quickly and allow for faster review and revision of editing code. In EPOP:2022, a set of SAS statistical software macros used a data file of variable metadata (e.g. display rules, ranges, and variable formats) to enforce skip patterns and range checks. In EPOP:2023, the macros were replaced with R procedures that used the same file of metadata to produce code using the ‘data.table’ package. Shifting the processing of the data to the R ‘data.table’ package reduced the time taken to process the data from 45 minutes to 7 minutes. This allowed staff to review the results of editing and make refinements much more quickly.

DATA REVIEW AND EDITING

The raw data file was reviewed and compared against the programmed survey specifications to identify data irregularities and develop any necessary code to transform raw data into clean variables for delivery. Cases with irregularities in the data (for example, the respondent

completed the survey too quickly to have read question text, respondent seemed to enter the same response regardless of the question content) were addressed when possible but in cases where data could not be repaired, a small number of cases were discarded.

DATA REVIEW

Skip Pattern Review

Data processing began with the review of data to identify irregular data patterns that violate the established skip pattern. The survey skip pattern is driven by filter questions. For instance, if a respondent answers “yes” to any of the “Are you working?” questions they will be asked all the questions relevant to someone who is currently working. Conversely, if a respondent indicates they are not working they will receive the questions relevant for someone who is not currently employed.

Irregular data patterns mainly occur for two reasons. First, a respondent may back up in the survey instrument and change a filter response. In these cases, all data is retained to inform any manual editing of a case. In this scenario, unless downstream responses clearly indicate the respondent answered a filter question incorrectly. For instance, a respondent might answer that they were working and begin answering questions targeted at a current job but then back up in the survey and change their response to indicate they are not currently working. In this example, unless the respondent indicates clearly that they were in fact working (for example, a verbatim response that states they are on a leave of absence) the updated response to the working filter question is retained and downstream data is deleted.

In other cases, combinations of responses may trigger unexpected routing through the survey. Data was reviewed throughout the data collection period to identify any such irregular patterns and implement patches to the survey instrument to avoid collecting future inconsistencies.

Review of Screener Data

Of particular importance was determining that answers to the screener portion of the survey assigned respondents to the correct entrepreneurial status group (DOV_GROUP). This was the main filter or determinant of which questions each respondent was asked. To parse respondents into an accurate DOV_GROUP, respondents were asked in multiple ways whether they were currently working and whether they were current or former business owners. This resulted in complex data patterns and required particular attention to identify unexpected results not anticipated during testing. There were 120 cases (0.4%) identified as being assigned to the wrong entrepreneurial status group. 49 cases were found to have answered over half of the survey questions for the status group they should have received and were retained. The remaining 71 cases were discarded.

OVERALL QUALITY REVIEW

Data processing and editing were completed to ensure the quality and integrity of survey data. Actions were taken to resolve data irregularities including editing the data, developing code to clean the data, and in a few instances, removing cases if they could not be repaired.

Data review included:

- Ensuring that respondents were assigned to the correct entrepreneurial category in the screener.
- Ensuring that respondents only viewed questions for their category based on survey logic.
- Identifying irregular skip patterns due to respondents backing-up in the survey and changing their response. This data was reviewed, and off-path data was removed by applying editing code.
- Identifying irregular skip patterns due to a combination of responses that triggered unexpected routing through the survey. Any instances of this were documented and used to inform the programming of the subsequent survey instrument to prevent these irregularities in the future.
- Reviewing instances in which respondents completed the survey too quickly to have given quality responses. Cases were analyzed for “straight lining” in which the same responses are selected repeatedly, even illogically. Cases were also analyzed on their response time and the number of questions completed, both of which vary depending on the entrepreneurial category and sample type, as shown in Table 6 below.

Table 6: Percent of Questions Answered to be Retained in Survey Data by Sample Type and Entrepreneurial Activity

Entrepreneurial Group	AmeriSpeak	ABS	Non-Probability
Current Business Owners	75%	75%	80%
Current Freelancers	75%	75%	80%
Nascent Entrepreneurs	75%	75%	80%
Former Business Owners	75%	75%	75%
Former Freelancers	75%	75%	75%
Withdrawn Entrepreneurs	70%	70%	70%
Non-Entrepreneurs	70%	70%	70%

EDITING OF CAPITAL AND ADDITIONAL FINANCE QUESTIONS

In EPOP:2023, the questions collecting capital and additional finance information were restructured to collect this information in a more straightforward manner (for more information see Section 3. Instrument Design). Although this greatly reduced inconsistencies that appeared in capital questions in EPOP:2022, the same three quality checks described below were applied. Note that Rule #3 was applied within the survey instrument by asking respondents to confirm the total amount of capital entered into all categories within the PE_CAPITAL_WS grid.

1. Setting Amounts to Zero
2. Repeated Capital Values
3. Calculating Total Capital Amount

Rule 1: Setting Amounts to Zero

The first edit rule for the capital questions is to set capital amounts reported in PE_CAPITAL_WS1- PE_CAPITAL_WS23 to 0 when the respondent did not report that they received a capital type in PE_CAPITAL_1, PE_CAPITAL_INSTITUTION_1_1- PE_CAPITAL_INSTITUTION_1_9, and PE_GRANT_TYPE_1_1- PE_GRANT_TYPE_1_4. Each row in the PE_CAPITAL_WS grid was only displayed if the corresponding category in these questions was selected. In a small number of instances (28) a respondent backed up in the series and deselected the capital category. In these instances, non-zero capital amounts were set to zero.

Rule 2: Repeated Capital Values

In EPOP:2023 code to check for repeated capital amounts across the entire PE_CAPITAL_WS grid was applied, although none were found. This likely is a result of the clearer presentation of these questions in EPOP:2023.

Rule 3: Calculating Total Capital Amount

This rule was applied within the survey instrument. After the respondent was asked to provide capital amounts for all the types of capital they selected in the PE_CAPITAL_WS grid, they were presented with a confirmation question. Making the total amount of capital entered transparent to the respondent provided an opportunity to return to the grid and revise any duplication or omission.

EDITING OF BUSINESS START/AGE

Some current and previous business owners reported a business start year (BO_STARTBIZ_1) ten or fewer years after their reported birth year (DEM_AGE). In other words, they would have started their business at the age of ten or earlier. Unless a respondent stated that they purchased, inherited, or received the business as a transfer of ownership or gift, this pattern is unlikely. For this reason, if respondents reported that they started or founded the business themselves at the age of 10 or younger, the business start date was set to missing.

REFORMATTING RAW DATA

Check-All-That-Apply Questions

Some check-all-that-apply questions required additional code to transfer a string of response options into a separate variable for each response option. The resulting variable for each response option indicates whether a respondent selected that particular response.

Most Important Reason Questions

A handful of follow-up questions required further code to populate a response when it could be inferred from another answer. To reduce respondent burden, in instances where the response could be inferred, the respondent did not receive the question. For instance, the question “PE_REASON_2” asks the respondent, “You reported the following were very important reasons for pursuing [WORK ACTIVITY]. Of these reasons for pursuing [DOV_ACTIVITY], which is the most important to you?” If the respondent only selected one reason in the filter question (PE_REASON_1) the response to “PE_REASON_2” was assumed and the question was not asked.

To fully populate this type of follow-up question, instances where “PE_REASON_2” was blank were identified, it was confirmed that one item was selected in the filter question (PE_REASON_1), and the most-important reason question (PE_REASON_2) with that item choice was populated. Similarly, if the second follow-up question was missing (PE_REASON_3: “Of the remaining very important reasons for pursuing [DOV_ACTIVITY], which was the second most important to you?”), was missing, then editing staff attempted to populate the variable with inferred information from the filter question (PE_REASON_1). If two reasons were selected in the filter question (PE_REASON_1) and the most-important reason (PE_REASON_2) was answered, the remaining choice selected in the filter question was identified as the second-most important reason. In these instances, staff used code to confirm there were two reasons selected and set the second-most important reason variable (PE_REASON_3) to this remaining choice.

The following variables were edited as described above:

- PE_REASONS_2
- PE_REASONS_3
- PE_STOPREASON_2
- PE_STOPREASON_3
- BO_REASONS_1
- BO_REASONS_2
- GP_CONSIDER_2
- GP_CONSIDER_3

Gig Platform Back Coding

Respondents were asked to report the name of the gig work platform they used to coordinate their gig work at S_GIGPLATFORM_3. This verbatim response data was manually back coded into a code frame of categories listed in Table 7. In EPOP:2023, we first compiled all previously coded S_GIGPLATFORM_3 verbatims into a coding bank. Code was then used to apply the same code as in EPOP:2022. Staff then used key words to back code the remaining responses. This ensured that coding decisions are consistent across survey rounds.

Table 7: Gig Work Platform Back Coding Categories (S_GIGPLATFORM_3)

Gig Work Platform Category	Description
Confirmed Gig Platform: Services	Respondent reported a confirmed gig work platform that coordinates payment and customers for services provided by gig workers. Examples include Uber, Lyft, DoorDash, Upwork, and Fiverr.
Confirmed Gig Platform: Selling/Renting of Goods	Respondent reported a confirmed gig work platform that coordinates payment and customers for goods sold or rented by gig workers. Examples include Etsy, Amazon Marketplace, and Airbnb.
Confirmed Gig Platform: Online Surveys	Respondent reported a gig platform that conducts surveys of respondents.
Payment Provider	Respondent reported a platform that coordinates payment but not customer acquisition. Examples include PayPal, Square, and Zelle.
Unconfirmed Gig Work	Respondent reported another business that could not be confirmed to be a gig platform.
Unlikely Gig Work	Respondent did not provide a platform or responded that they do not know.

IMPUTATION OF GIG WORK MISSINGNESS

The Need for Imputation

EPOP:2023 respondents were asked the following questions:

- S_GIGCHECK_1: Was your first job gig work?
- S_GIGCHECK_2: Was your second job gig work?
- S_GIGCHECK_3: *IF NEITHER OF YOUR FIRST TWO JOBS WERE GIG WORK*, did you do any gig work on the side?

However, the initial version of the survey did not ask gig3, while a retrieval effort was made, there was still significant missingness. Therefore, imputation is needed.

Data Used for Imputation

For imputation, not all EPOP records were used. Those who answered yes to S_GIGCHECK_1 and/or S_GIGCHECK_2 were excluded since they were never intended to answer

S_GIGCHECK_3 and were therefore out of scope. This left 25,954 records from the initial 30,635. From the 25,954 they answered as follows:

S_GIGCHECK_3	Frequencies
1: Yes	3,982
2: No	17,976
-3: Missing	2,837
-5: Don't Know	1,159

S_GIGCHECK_3 was imputed for only the -3 missing code, not the -5 missing code. Additionally, those with the -5 missing code were not used in the imputation model.

Imputation Method

To impute the S_GIGCHECK_3, a k nearest neighbor algorithm where we set k=20 and experimented with a variation of different predictor variables was used.

Predictors of Gig Work

S_GIGCHECK_3 is particularly important for the Small Area Estimation (SAE), wherein state, MSA, gender, and race are used in the analysis. Using a combination of chi square and logistic regression models showed that geographic variables including MSA, state, as well as census region did not have a significant effect on S_GIGCHECK_3. However, gender and race did show to be significant. The following other variables were found to be significant: dov group, age group, and marital status.

For the gender variable, non-binary and other cases were collapsed with missing gender. Additionally, when exploring the relationship between race and gig work, it performed better when race was recoded to collapse the non-White categories as follows:

RACE_PUF values	Recode for Imputation (POC)
1: White	1: White
2: Black	2: Person of Color
3: Hispanic	
4: Other	

Overall, the predictor variables used are as follows:

- STATE
- DOV_GROUP
- DEM_AGE_PUF

- DEM_MARITAL_Y2_PUF
- DEM_GEDER (non-binary set to missing)
- POC (recode of RACE)

NON-DISCLOSURE

The privacy plan consists of two different types of variables. Key variables, when used in combination with each other, may work to re-identify a respondent. Sensitive variables are the variables that might be considered sensitive by respondents or that a data intruder might seek out.

Key Variables

The privacy plan for EPOP considers two different sets of key variables for both individuals and businesses. While EPOP is a survey made up of surveyed individuals, it is possible that some data attackers would not be interested in the people, but rather the businesses. To that end, a set of key variables that could help to re-identify the businesses in question were identified.

When selecting the key variables to analyze for possible disclosure, the two following elements were considered:

1. *How likely is it that this variable can be found online?* Both individuals and businesses have online footprints. People are on sites, such as, Facebook and LinkedIn. Businesses are on Yelp, Amazon, their own website, etc.
2. *How subjective is the variable?* Variables such as those rating their demographic community and those listing the challenges an EPOP business might have encountered are basically untraceable since they are based on opinion. Within survey methodology, it's well documented that these variables are extremely subject to change. Furthermore, they are unlikely to be documented by the respondents.

Sensitive Variables

When selecting the sensitive variables, the focus has been on financial variables since this is a topic that people are often reluctant to share. Continuous financial variables, rather than binary financial variables, were especially focused on. Respondents may be more sensitive to continuous financial variables, and these variables are more disclosive. For example, respondents are likely to be more sensitive about sharing the amounts of funding and revenue (continuous variables). They are likely to be less sensitive about sharing their funding sources (a binary financial variable). Additionally, the binary financial variables have a less detailed variable profile.

PUF/RUF Treatment

EPOP survey disclosure treatments were guided by the principle of k -anonymity. K -anonymity (Sweeney, 2002) is a privacy guarantee that works by ensuring that any given table released has at least k records of a given equivalence class. Equivalence classes were defined based on 2- and 3-way combinations of key variables. The EPOP survey PUF uses $k=3$ as a benchmark and uses a combination of recoding and local suppression in order to ensure that the threshold is met for all equivalence classes.

For the public use file (PUF), the steps to ensure privacy were as follows:

1. Recode variables into broader categories for categories with small cell counts (key and sensitive variables)
2. Use suppression to remove small cell counts in cross-tabulations (key variables)

The data was predominantly assessed using two-way cross tabulations (some three-way cross tabulations) and used suppression for small cell counts that were not eliminated via recodes. Small cell counts were defined as a value less than $k=3$.

For the EPOP:2023 PUF, where possible the EPOP:2023 tried to maintain the same recoding schemes as the EPOP:2022 PUF. However, in some instances that was not possible and is indicated in the PUF with the following `yr2_PUF_` as opposed to `_PUF` for the variables that maintained the same coding scheme.

Similarly, the restricted use file (RUF) underwent some recodes to reduce detail. However, for the RUF, NORC statisticians allowed the presence of small cell counts. Nonetheless, despite the presence of small counts, the suppressions used in the PUF were maintained in the RUF in order to protect against potential disclosures from comparing PUF and RUF results. Additionally, some of the variables that were recoded to categorical in the PUF, were left as continuous with top coding in the RUF.

The data aggregations or recoding for the variables can be found in Appendix D-3.

Table 8: Levels of Granularity in the EPOP:2023 Survey PUF & RUF

Variable	Number of Suppressions	2023 PUF	2023 RUF	Same as EPOP:2022
SAMPLE_TYPE		2 levels	2 levels	New to PUF
RUCC	105	4 levels	4 levels	New to EPOP, previously RUCCA was used

Variable	Number of Suppressions	2023 PUF	2023 RUF	Same as EPOP:2022
RACE	29	4 levels	6 levels	
DEM_AGE	208	5 levels	12 levels	
DEM_MARITAL	403	3 levels	6 levels	Recode changed in PUF
DEM_EDU	630	4 levels	7 levels	
DEM_HHINC	822	5 levels	4 levels	
DEM_MILITARY_1	453	3 levels	4 levels	
DEM_CITIZEN_DRV	583	3 levels	3 levels	
DEM_STUDENT	22	2 levels	2 levels	
DEM_HOUSECHILDA-C		3 levels	3 levels	Recode changed in PUF
DEM_HOUSHOLD1-4		2 levels	2 levels	Numbering changed
BO_STARTBIZ_1	1,355	10 levels	17 levels	Recode changed in PUF & RUF
BO_NUMEMPLOYEE_1	1,355	7 levels	18 levels	Recode changed in PUF
BO_EMPLOYEES_1-8	3:64 4:23 5:3 6:5 7:17	2 levels	2 levels	
BO_ONLINE_1	152	2 levels	4 levels	
BO_WORKHOME_1	1,421	5 levels	5 levels	
BO_PLMARGIN_1	90	4 levels	4 levels	
BO_REVENUE_1	6	13 levels	Continuous/ top-coded	Recode changed in PUF
BO_REVENUE_2		12 levels	Continuous/ top-coded	Recode changed in PUF
PE_CAPITAL_WS1		13 levels	Continuous/ top-coded	New variables, replacing PE_CAPITAL_4-9
PE_CAPITAL_WS2- PE_CAPITAL_WS4 & PE_CAPITAL_WS9		10 levels	Continuous/ top-coded	New variables, replacing PE_CAPITAL_4-9
PE_CAPITAL_WS6 & PE_CAPITAL_WS7		5 levels	Continuous/ top-coded	New variables, replacing PE_CAPITAL_4-9

Variable	Number of Suppressions	2023 PUF	2023 RUF	Same as EPOP:2022
PE_CAPITAL_WS5, PE_CAPITAL_WS8, & PE_CAPITAL_WS10		3 levels	Continuous/ top-coded	New variables, replacing PE_CAPITAL_4-9
BO_ADDFIANCE_WS1 & BO_ADDFIANCE_WS2		10 levels	Continuous/ top-coded	New variables, replacing BO_ADDFINANCE_5-10
BO_ADDFIANCE_WS3, BO_ADDFIANCE_WS4, & BO_ADDFIANCE_WS6		5 levels	Continuous/ top-coded	New variables, replacing BO_ADDFINANCE_5-10
BO_ADDFIANCE_WS5 & BO_ADDFIANCE_WS7- BO_ADDFIANCE_WS9		3 levels	Continuous/ top-coded	New variables, replacing BO_ADDFINANCE_5-10

6. SURVEY WEIGHTING

SIGNIFICANT CHANGES FROM EPOP:2022 TO EPOP:2023

The EPOP:2023 probability sample weighting procedure are the same as the EPOP:2022 procedures. However, the EPOP:2023 combined sample weights are computed using a different and more efficient approach. Instead of statistical matching and propensity weighting, the EPOP:2023 weights for the combined probability and nonprobability samples are calculated through a tree model. The rpart algorithm uses a top-down approach to build the decision tree, beginning with the combined dataset and evaluating each input variable to determine which one provides the best split. Like real trees, the decision tree has the root, the branches, and finally the leaves. Within each leaf, the inclusion probability of the nonprobability sample cases is computed as the weighted empirical proportion of nonprobability sample cases in the leaf. More details are provided in the discussions below.

OVERALL

The EPOP:2023 Survey data contains two sets of weights: probability sample weights for the probability sample completes (AmeriSpeak and ABS samples), and combined sample weights for the combined probability and nonprobability surveys. Appendix E-1 shows the weighting plan flowchart.

The combined sample weights are available in both the public use file and the restricted use file, whereas the probability sample weights are available only in the restricted use file. Both the probability sample weights, and the combined sample weights can be used to produce approximately unbiased point estimates. Also, standard variance estimation method can be used to approximate the variance of estimates based either on the probability sample or the combined probability and nonprobability sample. Users of the combined sample who are interested in closer variance approximations, especially for small domains, may contact NORC for technical guidance.

PROBABILITY SAMPLE WEIGHTS

Probability sample weights are created for complete surveys from the AmeriSpeak and ABS samples. Creation of the probability sample weights follows these steps:

- AmeriSpeak sample base weights.
- ABS sample base weights.
- Adjustment for unknown eligibility.
- Adjustment for interview nonresponse.
- Combined interview nonresponse adjusted weights for probability sample.

- Raking to derive probability sample final weights.

AmeriSpeak Sample Base Weights

The sampling or base weight for AmeriSpeak sample case i is computed as

$$w_{1i}^{AMS} = \frac{W_{hi}^{AMS}}{p_{hi}^{AMS}}$$

where W_{hi}^{AMS} denotes the AmeriSpeak panel weight for sampled panelist i from sampling stratum h , which accounts for sample design, nonresponse adjustments, and adjustments for frame coverage associated with the recruitment of the AmeriSpeak panel. p_{hi}^{AMS} denotes the probability of selection of sampled panelist i from sampling stratum h , where the EPOP sampling strata h are defined by geography/primary sampling strata (state, MSA, or rest of state), race, age, education, and sex.

ABS Sample Base Weights

The base weight for an ABS sample case i is computed as

$$w_{1i}^{ABS} = \frac{1}{p_{1i}^{ABS}} \frac{N_{2k}^{ABS}}{n_{2k}^{ABS}}$$

where p_{1i}^{ABS} is the probability of selection associated with the first phase of the ABS sample; N_{2k}^{ABS} is the number of frame cases from stratum k for the second phase ABS sample; and n_{2k}^{ABS} is the number of sample cases from stratum k for the second phase ABS sample (for further information on phases of ABS sampling refer to Sample Sources section, subsection Sample Selection of this document.)

Adjustment for Unknown Eligibility

A sampled address was deemed ineligible if it is determined to be a vacant property, the address was incorrect, or that there was no adult aged 18 years or over residing at the address. Because the eligibility status of many ABS samples was not known at the end of the study, an adjustment was needed so that the weights for addresses with known eligibility represent those with unknown eligibility. (This adjustment was not needed for the AmeriSpeak sample because all AmeriSpeak panelists were known to be eligible for the study). EPOP:2023 used l , states or MSAs (i.e., the primary sampling strata) as the unknown eligibility adjustment cells. The unknown eligibility adjusted weights w_{2i} were computed as:

$$w_{2i} = \begin{cases} w_{1i}^{AMS} & \text{if sample member } i \text{ is from the AmeriSpeak sample} \\ w_{1i}^{ABS} \frac{\sum_{i \in A_l} w_{1i}^{ABS}}{\sum_{i \in B_l} w_{1i}^{ABS}} & \text{if sample member } i \text{ is from the ABS sample} \end{cases}$$

where A_l denoted all ABS sample members in l , and B_l denoted all ABS sample members with known eligibility in l .

The eligibility adjusted weights w_{2i} were set to missing if the sampled address was from ABS sample, and the eligibility status was unknown. For the AmeriSpeak sample, since this adjustment was not needed, their eligibility adjusted weights were the same as their base weights.

Adjustment for Interview Nonresponse

The interview nonresponse adjustments inflated the weights w_{2i} assigned to eligible complete cases so that they represented the incomplete cases among the eligible sample members. Nonresponse adjustments required information about both respondents and nonrespondents. A lot of information was available for the AmeriSpeak panel sample nonrespondents. On the other hand, only limited information was available for the ABS sample nonrespondents based on commercial data appendage. Therefore, the nonresponse adjustments for the AmeriSpeak and ABS samples were carried out separately using different adjustment cells.

For the AmeriSpeak sample, adjustment cells were constructed by cross-classifying:

- (1) *Geography* (or primary sampling strata),
- (2) *Race/Ethnicity* (Hispanic and Non-Hispanic Black, and Other),
- (3) *Age* (18-34, 35-64, 65 and older),
- (4) *Education* (Some college or less and bachelor's degree or above) and,
- (5) *Gender* (Male and Female).

For the ABS sample, there were no sample frame information on education or age, so adjustment cells were defined by cross-classifying:

- (1) *Geography* (or primary sampling strata);
- (2) *Race/Ethnicity* (Hispanic and Non-Hispanic Black, and Other), and
- (3) *Gender* (Male and Female).

For complete cases, the interview nonresponse adjusted weights w_{3i} were computed as:

$$w_{3i} = w_{2i} \frac{\sum_{i \in C_m} w_{2i}}{\sum_{j \in D_m} w_{2i}}$$

where C_m denoted all eligible sample members in cell m , and D_m denoted all sample members who completed the survey in cell m . Only complete cases had a positive weight w_{3i} .

Combined Interview Nonresponse Adjusted Weights

The interview nonresponse adjusted weights computed for AmeriSpeak and ABS sample completes were combined by geography where the composition factor was proportional to the number of completed interviews from each sample source. This combination was carried out such that the combined sample represented the target population for each geography. The combined weights were computed as:

$$w_{4i} = \begin{cases} w_{3i} \frac{n_l^{AMS}}{n_l^{AMS} + n_l^{ABS}} & \text{if sample member } i \text{ is from AmeriSpeak} \\ w_{3i} \frac{n_l^{ABS}}{n_l^{AMS} + n_l^{ABS}} & \text{if sample member } i \text{ is from ABS} \end{cases}$$

where n_l^{AMS} and n_l^{ABS} denote the number of completed interviews from the AmeriSpeak sample and the ABS sample, respectively, within each geography l .

Raking to Derive Probability Sample Weights

To derive the final probability sample weights, NORC applied a raking adjustment to the weights from the previous step. The raking benchmarks were developed from the 2021 American Community Survey (ACS) 1-year estimates. Raking adjustments were conducted along the following dimensions:

1. *Geography by Race and Ethnicity* (Non-Hispanic White, Non-Hispanic Black, Hispanic, Non-Hispanic Other)
2. *Geography by Gender* (Male, Female)
3. *Geography by Age* (18-24, 25-29, 30-39, 40-49, 50-59, 60-64, 65+)
4. *Geography by Education* (Less than High School, High School/GED, Some College, and BA and Above)
5. *Geography by Household Income* (< \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000+)
6. *Geography by Number of Adults in Household* (1 adult in Household, 2 adults in Household, 3 or more adults in Household)

Following these raking adjustments, extreme weights were trimmed within a given geography so that no weights were lower than 1 or greater than the median plus three³ times the interquartile range of the weights. This trimming reduced weight variability and increased the effective sample size. The weights after trimming were re-raked to the population benchmarks by geography and race/ethnicity to ensure that (1) weight variations remained low per geography, and (2) the sum of weights by geography and race/ethnicity did not deviate from their respective population benchmark by more than 5% for each geography and 15% for each racial/ethnic-specific population benchmark (Non-Hispanic Black, Hispanic and Non-Hispanic All Other) within each geography. Such deviations were allowed because raking did not necessarily converge due to the large number of raking dimensions. This trimming and raking process were repeated until the weight variation and alignment with benchmarks are considered satisfactory. The final probability sample weights were denoted as w_{5i} .

COMBINED SAMPLE WEIGHTS

Weights for the combined probability and nonprobability samples are calculated through a tree-based dual-frame technique. Function *rpart* from *rpart* R package was used to fit the tree over the combined probability and nonprobability samples with survey weights, which are final probability sample weights w_{5i} for probability samples and 1 for nonprobability samples. The function is an implementation of the CART (Classification and Regression Tree) supervised machine learning algorithm used to generate a decision tree. The tree model splits the combined sample into a set of leaves. Let ρ_h denote the participation propensities in leaf h , and n_h^B denote the sample size of nonprobability samples in leaf h . The dual-frame weights require probability sample weights for the nonprobability sample and nonprobability participation propensities for both samples. In each leaf, average probability sample weight was assigned to the nonprobability cases as probability sample weights and ρ_h was computed as the weighted empirical proportion of nonprobability sample cases,

$$\hat{\rho}_h = \frac{n_h^B}{n_h^B + \hat{\alpha}_h}$$

where $\hat{\alpha}_h$ is sum of w_{5i} of probability cases in leaf h . The initial dual-frame combined weights were computed as

$$w_{6i} = \frac{w_{5i}}{1 + (w_{5i} - 1)\hat{\rho}_h}$$

The combined weights were further calibrated to the sum of the original probability weights within each leaf,

³ Upon evaluation of the weight variation prior to trimming, a different number was used here to avoid too much trimming.

$$w_{7i} = w_{6i} \frac{\hat{\alpha}_h}{\sum_{i \in L_h} w_{6i}}$$

where L_h is the set of probability and nonprobability elements in leaf h .

If a leaf only contains probability cases, the combined sample weights will be the original design weights w_{5i} . If a leaf only contains nonprobability cases, there is nothing to connect with probability sample and $\hat{\rho}_h = 1$, therefore their combined sample weights are 1.

The calibrated combined sample weights were then re-raked to the population benchmarks by geography and race/ethnicity to ensure that (1) weight variations remained low per geography, and (2) the sum of weights by geography and race/ethnicity did not deviate from their respective population benchmark by more than 5% for each geography and 15% for each racial/ethnic-specific population benchmark (Non-Hispanic Black, Hispanic and Non-Hispanic All Other) within each geography.

7. REPORTING AND DATA DISSEMINATION

SIGNIFICANT CHANGES FROM EPOP:2022 TO EPOP:2023

The most significant change to data dissemination from EPOP:2022 to EPOP:2023 was the data dashboard on the EPOP Survey Project website, [EPOP.norc.org](https://epop.norc.org). Specifically, the interactive data graphics on the dashboard were updated to accommodate multiple rounds of data and additional cross-tabulations. The website also allows researchers to download both the 2022 and 2023 public use EPOP data files.

EPOP AND NORC WEBSITES

The EPOP Survey has its own dedicated website at <https://epop.norc.org/> to share data and findings about EPOP. The website launched in October 2022 offers resources useful to researchers, survey participants, policymakers, and leaders interested in entrepreneurship. Specific website content includes news-related announcements, an interactive data dashboard, access to public use data, links to briefs and reports, and survey methodology.

Also, the NORC website includes a page about the EPOP Survey:

<https://www.norc.org/research/projects/entrepreneurship-in-the-population.html>.

REPORTS AND PRESENTATIONS

The EPOP:2023 Survey has been featured in a number of reports and presentations. All are cataloged on the website: <https://epop.norc.org/us/en/epop/media/publications.html>.

DATA FILES

The EPOP:2023 Survey data is available to users in three different formats: an interactive data dashboard, a public use file (PUF), and a restricted use file (RUF).

Interactive Data Dashboard

The interactive data dashboard on the EPOP website (<https://epop.norc.org/us/en/epop/researchers/interactive-data.html>) gives users immediate access to the data. The dashboard is pre-programmed with certain variables, allowing users to explore different cross-tabulations of the EPOP data. Users can select entrepreneurial categories and view demographic data on gender, education, age, and race/ethnicity. Furthermore, the dashboard provides access to geographic results--by state and Metropolitan Statistical Area

(MSA)—on entrepreneurial categories and demographics. This geographic data may be especially useful since it is not available in the PUF due to data protection.

Public Use Files (PUFs)

The PUF is available to all, and there are no restrictions on how this data can be used. The PUF has been fully anonymized, meaning the risk of re-identification of a survey respondent is negligible. To that point, the PUF has had some variables recoded to reduce detail, and some variables have been removed entirely. See Appendix D-3 for a full description of the recoded variables.

The degree of detail in geographic variables differs between the PUF and RUF. In the PUF, the only geographic variables provided are census division and census region while the RUF contains state, county, and Metropolitan Statistical Area (MSA) information. Additionally, both the PUF and RUF have undergone local suppression wherein certain values for certain records have been removed entirely for purposes of data protection.

To receive the PUF, a user completes an online form on the EPOP website (<https://epop.norc.org/us/en/epop/researchers/public-use-files.html>). Minimal information is required:

- The survey year of interest
- The data requestor's name and email address
- The intended data use (advocacy, conduct research, general information, media release, policy action, prepare report, proposal, other)

PUF requestors must agree to two “Conditions of Use.” First, they agree to give proper credit to the EPOP study by including a specified citation in any material, published or unpublished, using EPOP data. Second, they agree to not redistribute EPOP PUFs without permission. Individuals interested in this data must provide their own contact information and receive their own copy of the PUFs via their own email address.

After supplying the required information and agreeing to the “Conditions of Use,” these PUF requestors are sent an email with a link to download the PUF data package. The data is provided in both SAS and CSV format. Survey documentation is available in the package as well as on the EPOP website.

CREDIT AND CITATIONS

Researchers will give proper credit to the EPOP study by including this citation in any material, published or unpublished, using EPOP:2023 data:

“Entrepreneurship in the Population (EPOP) Survey Project Public Use Data File: 2023.”
NORC at the University of Chicago. October 2023, 2023. [EPOP.norc.org](https://www.norc.uchicago.edu/ePOP)

REDISTRIBUTION

Researchers will not redistribute EPOP public use files (PUFs) without permission. Individuals interested in this data must provide their own contact information and receive their own copy of the PUFs via their own email address from the EPOP website.

After supplying the required information and agreeing to the Conditions of Use, these PUF requestors are automatically sent an email with a link to download the PUF data package. The data is provided in both SAS and CSV format. All documentation is available on the website.

Restricted Use Files (RUFs)

The EPOP restricted use file (RUF) is only available to select users following an application process. This process ensures that researchers adhere to strict legal and data security requirements to protect survey respondents’ private information.

RUF applicants first complete a preliminary application on the EPOP website. A principal investigator provides some general information about their project including:

- Their name, title, and organization name,
- A summary of their research plan and goals,
- The reason they are requesting RUFs (why the PUFs are insufficient for their research needs) and,
- The intended use of their research including publishing, reporting, and presenting.

The EPOP research team reviews the preliminary application, responds to any questions, and then notifies applicants if they can proceed with the full application for the RUF.

The full application consists of providing:

- Contact information, including a CV or resume, for any staff who would use the RUF,
- A detailed research plan including objectives, analytical approach, and plans for disseminating their results,
- A detailed data protection plan, and
- A signed EPOP Data Use Agreement (DUA) provided by NORC.

NORC requires the following for sharing RUF data:

- Cross-institution collaboration is allowed only after NORC approves each separate DUA for the institutions involved. After receiving the RUFs, institutions can discuss the data but not share RUF data files or data subsets.
- Researchers should not share RUFs with third parties, agents, or subcontractors other than those individual collaborators approved by NORC as part of a DUA. These organizations need to submit their own RUF applications and sign their own DUA.
- Researchers can merge or link to other public use files (PUFs), but they need to get prior approval from NORC. Merging or linking to other RUFs is prohibited.

Staffing requirements for using the RUF include:

- If new researchers join a research team, they follow the same application process as those previously approved.
- If a principal investigator moves to a new institution, he/she must re-apply for the RUFs.
- Graduate level students may access the RUFs but not undergraduates, and the RUFs are not meant for classroom use.

The DUA outlines requirements for the data protection plan which includes:

- RUFs may only be stored on private Internet networks, not publicly accessible networks or network segments, such as, public Wi-Fi.
- RUFs may only be stored on FedRAMP-certified cloud services if a cloud service is being used. Details on the specific FedRAMP vendor are provided. NORC must approve the service.
- RUF users follow a given protocol if a security incident occurs.

Also, prior to accessing the RUFs, applicants are required to take an EPOP-specific data security training to show their competence with handling sensitive data. The RUF training is divided into two parts. The first part covers differences between the PUF and RUF and the consequences of data breaches. The second part includes tools to identify and protect against small cell counts as well as examples of possible missteps. RUF applicants are required to pass a quiz on each of these sections.

After NORC approves the full application, the applicant obtains signatures on the DUA from the principal investigator, legal representative of the institution, security officer, and any researchers or tech support staff who will access the RUFs. Once all application steps are complete, NORC delivers the RUFs to the applicant by SFTP.

8. REFERENCES

Baker, R. P., Brick, J. M., Bates, N., Battaglia, M. P., Couper, M. P., Dever, J. A., Gile, K. J., Tourangeau, R. (2013). Report Of the AAPOR Task Force on Non-probability Sampling," AAPOR, 2013.

APPENDICES

APPENDIX A: SAMPLE DESIGN

Appendix A-1: 50 Most Populous Metropolitan Statistical Areas

Rank	Metropolitan Statistical Area (MSA)	2021 ACS 1-Year Estimates
1	New York-Newark-Jersey City, NY-NJ-PA	15,164,647
2	Los Angeles-Long Beach-Anaheim, CA	10,023,066
3	Chicago-Naperville-Elgin, IL-IN-WI	7,238,781
4	Dallas-Fort Worth-Arlington, TX	5,674,399
5	Houston-The Woodlands-Sugar Land, TX	5,211,587
6	Miami-Fort Lauderdale-Pompano Beach, FL	4,828,039
7	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	4,742,900
8	Washington-Arlington-Alexandria, DC-VA-MD-WV ⁴	4,730,872
9	Atlanta-Sandy Springs-Alpharetta, GA	4,584,598
10	Boston-Cambridge-Newton, MA-NH	3,755,864
11	Phoenix-Mesa-Chandler, AZ	3,732,844
12	San Francisco-Oakland-Berkeley, CA	3,653,408
13	Detroit-Warren-Dearborn, MI	3,417,535
14	Riverside-San Bernardino-Ontario, CA	3,399,035
15	Seattle-Tacoma-Bellevue, WA	3,103,577
16	Minneapolis-St. Paul-Bloomington, MN-WI	2,691,555
17	Tampa-St. Petersburg-Clearwater, FL	2,539,072
18	San Diego-Chula Vista-Carlsbad, CA	2,499,807
19	Denver-Aurora-Lakewood, CO	2,291,629
20	Baltimore-Columbia-Towson, MD	2,136,315
21	St. Louis, MO-IL	2,083,639
22	Orlando-Kissimmee-Sanford, FL	2,014,622
23	Charlotte-Concord-Gastonia, NC-SC	1,991,119
24	Portland-Vancouver-Hillsboro, OR-WA	1,950,346
25	San Antonio-New Braunfels, TX	1,867,833
26	Sacramento-Roseville-Folsom, CA	1,831,861
27	Pittsburgh, PA	1,829,581
28	Las Vegas-Henderson-Paradise, NV	1,752,182
29	Austin-Round Rock-Georgetown, TX	1,747,725
30	Cincinnati, OH-KY-IN	1,653,185
31	Columbus, OH	1,615,375

⁴ Washington DC is a part of the MSA, and it is also considered a state.

Rank	Metropolitan Statistical Area (MSA)	2021 ACS 1-Year Estimates
32	Kansas City, MO-KS	1,615,147
33	Cleveland-Elyria, OH	1,602,476
34	Indianapolis-Carmel-Anderson, IN	1,575,365
35	San Jose-Sunnyvale-Santa Clara, CA	1,485,795
36	Nashville-Davidson--Murfreesboro--Franklin, TN	1,477,133
37	Virginia Beach-Norfolk-Newport News, VA-NC	1,334,883
38	Providence-Warwick, RI-MA ⁵	1,295,744
39	Jacksonville, FL	1,234,346
40	Milwaukee-Waukesha, WI	1,182,483
41	Oklahoma City, OK	1,081,820
42	Raleigh-Cary, NC	1,079,517
43	Richmond, VA	995,874
44	Louisville/Jefferson County, KY-IN	966,583
45	New Orleans-Metairie, LA	965,306
46	Memphis, TN-MS-AR	961,215
47	Hartford-East Hartford-Middletown, CT	931,463
48	Salt Lake City, UT	915,146
49	Buffalo-Cheektowaga, NY	901,210
50	Birmingham-Hoover, AL	823,544

⁵ Rhode Island is a part of the MSA and is also a state.

Appendix A-2: EPOP:2023 Target Probability Sample Surveys by State/MSA and Race/Ethnicity

U.S. State / Metropolitan Statistical Area (MSA)	Total Probability Sample Surveys	Estimated Surveys by Race/Ethnicity			Total ABS Surveys
		Total Hispanic	Total NH Black	Total NH Other	
1. STATES WITHOUT AN MSA - 2,100 SURVEYS					
AK	175	25	11	139	140
HI	175	35	6	134	105
IA	175	21	13	141	27
ID	175	35	2	138	24
ME	175	6	5	165	58
MT	175	13	2	160	101
ND	175	13	10	152	113
NE	175	35	16	124	43
NM	175	35	6	134	59
SD	175	13	7	155	57
VT	175	7	4	164	98
WY	175	35	3	137	113
2. STATES WITH SINGLE IN-STATE MSA - 1,750 SURVEYS					
AL	175	15	35	125	62
Birmingham-Hoover, AL	100	9	25	66	62
Remainder of AL	75	6	10	59	0
AZ	175	35	15	125	0
Phoenix-Mesa-Chandler, AZ	100	25	10	65	0
Remainder of AZ	75	10	4	61	0
CO	175	35	14	126	5
Denver-Aurora-Lakewood, CO	100	25	11	64	5
Remainder of CO	75	10	3	62	0
CT	175	35	35	105	40
Hartford-East Hartford-Middletown, CT	100	25	21	54	34
Remainder of CT	75	10	14	52	6
GA	175	33	35	107	9
Atlanta-Sandy Springs-Alpharetta, GA	100	21	25	54	9
Remainder of GA	75	12	10	53	0
LA	175	18	35	122	19
New Orleans-Metairie, LA	100	18	25	57	19
Remainder of LA	75	0	10	65	0
MI	175	18	35	122	0
Detroit-Warren-Dearborn, MI	100	9	25	66	0

U.S. State / Metropolitan Statistical Area (MSA)	Total Probability Sample Surveys	Estimated Surveys by Race/Ethnicity			Total ABS Surveys
		Total Hispanic	Total NH Black	Total NH Other	
Remainder of MI	75	9	10	56	0
NV	175	35	31	109	29
Las Vegas-Henderson-Paradise, NV	100	25	23	53	14
Remainder of NV	75	10	8	57	16
OK	175	35	25	115	39
Oklahoma City, OK	100	25	20	55	36
Remainder of OK	75	10	5	60	3
UT	175	35	4	136	59
Salt Lake City, UT	100	25	4	72	52
Remainder of UT	75	10	0	65	7

3. LARGE POPULATION STATES WITH MULTIPLE MSAS IN-STATE - 2,050 SURVEYS

CA	800	160	88	552	55
Los Angeles-Long Beach-Anaheim, CA	100	25	13	62	0
Riverside-San Bernardino-Ontario, CA	100	25	14	61	0
Sacramento-Roseville-Folsom, CA	100	25	14	61	12
San Diego-Chula Vista-Carlsbad, CA	100	25	9	66	5
San Francisco-Oakland-Berkeley, CA	100	25	14	61	9
San Jose-Sunnyvale-Santa Clara, CA	100	25	5	70	18
Remainder of CA	200	10	19	171	10
FL	650	130	130	390	29
Jacksonville, FL	100	18	25	57	9
Miami-Fort Lauderdale-Pompano Beach, FL	100	25	25	50	0
Orlando-Kissimmee-Sanford, FL	100	25	25	50	11
Tampa-St. Petersburg-Clearwater, FL	100	25	23	52	9
Remainder of FL	250	37	32	181	0
TX	600	120	120	360	34
Austin-Round Rock-Georgetown, TX	100	25	14	61	18
Dallas-Fort Worth-Arlington, TX	100	25	25	50	0
Houston-The Woodlands-Sugar Land, TX	100	25	25	50	0
San Antonio-New Braunfels, TX	100	25	13	62	9
Remainder of TX	200	20	43	137	7

4. STATES SHARING MSAS WITH OTHER STATES - 4,922 SURVEYS*

AR	175	26	35	114	53
DE	175	32	35	108	73
IL	175	35	35	105	4
IN	175	24	32	118	0
KS	175	35	20	120	28

U.S. State / Metropolitan Statistical Area (MSA)	Total Probability Sample Surveys	Estimated Surveys by Race/Ethnicity			Total ABS Surveys
		Total Hispanic	Total NH Black	Total NH Other	
KY	175	13	28	134	2
MA	175	35	24	116	2
MD	175	35	35	105	16
MN	175	19	22	134	4
MO	175	15	35	125	0
MS	175	11	35	129	62
NC	287	54	57	176	0
NH	175	13	5	157	100
NJ	175	35	35	105	59
NY	236	47	47	142	13
OH	376	29	75	272	0
OR	175	35	6	134	11
PA	268	39	54	175	17
SC	175	20	35	120	16
TN	277	30	55	192	2
VA	328	62	66	201	19
WA	175	35	13	127	0
WI	175	24	22	129	0
WV	175	6	13	157	39
Baltimore-Columbia-Towson, MD	100	12	25	63	9
Boston-Cambridge-Newton, MA-NH	100	22	15	63	7
Buffalo-Cheektowaga, NY	100	10	24	66	27
Charlotte-Concord-Gastonia, NC-SC	100	20	25	55	8
Chicago-Naperville-Elgin, IL-IN-WI	100	25	25	50	0
Cincinnati, OH-KY-IN	100	6	20	73	9
Cleveland-Elyria, OH	100	12	25	63	8
Columbus, OH	100	8	25	67	10
Indianapolis-Carmel-Anderson, IN	100	14	25	62	21
Kansas City, MO-KS	100	18	21	61	20
Louisville/Jefferson County, KY-IN	100	10	22	69	25
Memphis, TN-MS-AR	100	11	25	64	49
Milwaukee-Waukesha, WI	100	21	25	54	27
Minneapolis-St. Paul-Bloomington, MN-WI	100	12	17	72	20
Nashville-Davidson-Murfreesboro-Franklin, TN	100	15	25	60	28
New York-Newark-Jersey City, NY-NJ-PA	100	25	25	51	0
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	100	19	25	56	8
Pittsburgh, PA	100	4	16	81	7
Portland-Vancouver-Hillsboro, OR-WA	100	24	5	71	21

U.S. State / Metropolitan Statistical Area (MSA)	Total Probability Sample Surveys	Estimated Surveys by Race/Ethnicity			Total ABS Surveys
		Total Hispanic	Total NH Black	Total NH Other	
Raleigh-Cary, NC	100	21	25	54	30
Richmond, VA	100	13	25	63	27
Seattle-Tacoma-Bellevue, WA	100	20	11	69	11
St. Louis, MO-IL	100	6	25	69	1
Virginia Beach-Norfolk-Newport News, VA-NC	100	13	25	62	12
5. AREA/STATE FULLY CONTAINED IN AN MSA - 350 SURVEYS**					
DC	175	35	35	105	132
Washington-Arlington-Alexandria, DC-VA-MD-WV	264	57	57	150	9
RI	175	35	20	120	100
Providence-Warwick, RI-MA	210	41	23	147	27
All States including MSA Coverage	11,172	1,754	1,561	7,857	2,491
50 MSA Coverage, Only	5,274	1,008	1,038	3,228	754

NH=non-Hispanic.

* The number of surveys shown for each state includes surveys that contribute to the state as well as MSA areas in the state. The surveys shown by MSA are encompassed in the state survey counts.

** All 175 state surveys for DC and RI contribute to the MSA survey count of Arlington-Alexandria and Providence-Warwick surveys, respectively. The balance of the MSA surveys come from the other states in the MSA.

Appendix A-3: EPOP:2023 AmeriSpeak Panel Sample Size by State/MSA and Race/Ethnicity

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
AK	0	5	80	85
AL	56	37	200	293
AR	25	13	283	321
AZ	11	73	204	288
CA	57	73	702	832
CO	7	61	246	314
CT	53	43	151	247
DE	37	21	187	245
FL	154	171	564	889
GA	58	46	185	289
HI	3	14	135	152
IA	21	12	421	454
ID	6	38	297	341
IL	25	32	126	183
IN	15	35	120	170
KS	22	21	260	303
KY	15	11	259	285
LA	70	4	264	338
MA	13	50	106	169
MD	7	3	36	46
ME	7	9	276	292
MI	67	40	176	283
MN	5	13	209	227
MO	11	6	137	154
MS	118	14	177	309
MT	1	7	164	172
NC	55	83	233	371
ND	3	3	80	86
NE	22	27	374	423
NH	1	7	104	112
NJ	11	18	130	159
NM	6	139	176	321
NV	4	14	102	120
NY	32	36	131	199
OH	36	33	340	409

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
OK	19	22	248	289
OR	2	17	234	253
PA	53	47	183	283
SC	150	22	317	489
SD	6	15	255	276
TN	55	22	260	337
TX	145	112	472	729
UT	0	10	164	174
VA	32	12	153	197
VT	0	4	153	157
WA	6	42	129	177
WI	2	10	180	192
WV	11	9	290	310
WY	1	3	70	74
Atlanta-Sandy Springs-Alpharetta, GA	131	64	193	388
Austin-Round Rock-Georgetown, TX	18	81	148	247
Baltimore-Columbia-Towson, MD	112	22	226	360
Birmingham-Hoover, AL	28	3	35	66
Boston-Cambridge-Newton, MA-NH	38	79	204	321
Buffalo-Cheektowaga, NY	24	4	154	182
Charlotte-Concord-Gastonia, NC-SC	104	46	208	358
Chicago-Naperville-Elgin, IL-IN-WI	122	130	163	415
Cincinnati, OH-KY-IN	51	15	192	258
Cleveland-Elyria, OH	71	23	193	287
Columbus, OH	46	11	220	277
Dallas-Fort Worth-Arlington, TX	131	212	188	531
Denver-Aurora-Lakewood, CO	23	109	157	289
Detroit-Warren-Dearborn, MI	163	38	206	407
Hartford-East Hartford-Middletown, CT	25	30	133	188
Houston-The Woodlands-Sugar Land, TX	111	214	148	473
Indianapolis-Carmel-Anderson, IN	58	11	198	267
Jacksonville, FL	75	28	152	255
Kansas City, MO-KS	58	20	170	248
Las Vegas-Henderson-Paradise, NV	44	102	178	324
Los Angeles-Long Beach-Anaheim, CA	61	246	199	506
Louisville/Jefferson County, KY-IN	26	11	142	179

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
Memphis, TN-MS-AR	86	7	80	173
Miami-Fort Lauderdale-Pompano Beach, FL	134	244	224	602
Milwaukee-Waukesha, WI	42	19	121	182
Minneapolis-St. Paul-Bloomington, MN-WI	40	11	186	237
Nashville-Davidson--Murfreesboro--Franklin, TN	34	11	170	215
New Orleans-Metairie, LA	122	20	102	244
New York-Newark-Jersey City, NY-NJ-PA	177	297	256	730
Oklahoma City, OK	15	47	140	202
Orlando-Kissimmee-Sanford, FL	31	93	150	274
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	138	62	195	395
Phoenix-Mesa-Chandler, AZ	41	135	223	399
Pittsburgh, PA	36	10	222	268
Portland-Vancouver-Hillsboro, OR-WA	7	34	201	242
Providence-Warwick, RI-MA	17	42	188	247
Raleigh-Cary, NC	61	12	138	211
Richmond, VA	68	6	133	207
Riverside-San Bernardino-Ontario, CA	67	187	225	479
Sacramento-Roseville-Folsom, CA	33	82	216	331
Salt Lake City, UT	5	23	83	111
San Antonio-New Braunfels, TX	26	127	137	290
San Diego-Chula Vista-Carlsbad, CA	23	173	200	396
San Francisco-Oakland-Berkeley, CA	32	112	216	360
San Jose-Sunnyvale-Santa Clara, CA	8	50	162	220
Seattle-Tacoma-Bellevue, WA	30	44	180	254
St. Louis, MO-IL	138	25	185	348
Tampa-St. Petersburg-Clearwater, FL	30	113	161	304
Virginia Beach-Norfolk-Newport News, VA-NC	80	6	153	239
Washington-Arlington-Alexandria, DC-VA-MD-WV	134	65	190	389
TOTAL STATE	1,516	1,559	10,743	13,818
TOTAL MSA	3,175	3,556	8,644	15,375
Combined TOTAL	4,691	5,115	19,387	29,193

Appendix A-4: EPOP:2023 First Phase ABS Sample Size by State/MSA

State/MSA	Sample Count
AK	17,898
AL	124
AR	7,349
AZ	923
CA	15,636
CO	0
CT	605
DE	12,575
FL	0
GA	202
HI	19,889
IA	14,985
ID	3,686
IL	2,327
IN	0
KS	8,682
KY	1,459
LA	0
MA	4,172
MD	9,177
ME	5,286
MI	0
MN	4,410
MO	0
MS	7,033
MT	4,884
NC	0
ND	12,593
NE	12,573
NH	7,828
NJ	1,896
NM	8,853
NV	10,662
NY	3,925
OH	0
OK	1,266
OR	5,577
PA	2,873
SC	11,760

State/MSA	Sample Count
SD	9,759
TN	1,791
TX	2,656
UT	1,412
VA	14,690
VT	8,087
WA	107
WI	0
WV	4,593
WY	7,011
Atlanta-Sandy Springs-Alpharetta, GA	1,758
Austin-Round Rock-Georgetown, TX	1,389
Baltimore-Columbia-Towson, MD	4,148
Birmingham-Hoover, AL	6,597
Boston-Cambridge-Newton, MA-NH	3,575
Buffalo-Cheektowaga, NY	1,997
Charlotte-Concord-Gastonia, NC-SC	2,696
Chicago-Naperville-Elgin, IL-IN-WI	0
Cincinnati, OH-KY-IN	63
Cleveland-Elyria, OH	3,046
Columbus, OH	2,186
Dallas-Fort Worth-Arlington, TX	0
Denver-Aurora-Lakewood, CO	5,552
Detroit-Warren-Dearborn, MI	874
Hartford-East Hartford-Middletown, CT	5,305
Houston-The Woodlands-Sugar Land, TX	0
Indianapolis-Carmel-Anderson, IN	3,951
Jacksonville, FL	2,564
Kansas City, MO-KS	2,927
Las Vegas-Henderson-Paradise, NV	6,312
Los Angeles-Long Beach-Anaheim, CA	0
Louisville/Jefferson County, KY-IN	558
Memphis, TN-MS-AR	145
Miami-Fort Lauderdale-Pompano Beach, FL	0
Milwaukee-Waukesha, WI	3,900
Minneapolis-St. Paul-Bloomington, MN-WI	3,905
Nashville-Davidson--Murfreesboro--Franklin, TN	6,844
New Orleans-Metairie, LA	2,573
New York-Newark-Jersey City, NY-NJ-PA	0

State/MSA	Sample Count
Oklahoma City, OK	1,908
Orlando-Kissimmee-Sanford, FL	1,139
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	158
Phoenix-Mesa-Chandler, AZ	0
Pittsburgh, PA	1,594
Portland-Vancouver-Hillsboro, OR-WA	3,008
Providence-Warwick, RI-MA	7,184
Raleigh-Cary, NC	4,653
Richmond, VA	4,818
Riverside-San Bernardino-Ontario, CA	0
Sacramento-Roseville-Folsom, CA	3,699
Salt Lake City, UT	3,517
San Antonio-New Braunfels, TX	1,083
San Diego-Chula Vista-Carlsbad, CA	3,248
San Francisco-Oakland-Berkeley, CA	4,626
San Jose-Sunnyvale-Santa Clara, CA	4,728
Seattle-Tacoma-Bellevue, WA	2,472
St. Louis, MO-IL	333
Tampa-St. Petersburg-Clearwater, FL	1,028
Virginia Beach-Norfolk-Newport News, VA-NC	57
Washington-Arlington-Alexandria, DC-VA-MD-WV	7,957
TOTAL STATE	271,214
TOTAL MSA	130,075
Combined TOTAL	401,289

Appendix A-5: EPOP:2023 Second Phase ABS Sample Size by State/MSA and Race/Ethnicity

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
AK	565	266	903	1,734
AL	6	1	0	7
AR	250	397	1,432	2,079
AZ	19	36	0	55
CA	501	0	0	501
CO	0	0	0	0
CT	56	37	0	93
DE	0	747	2,025	2,772
FL	0	0	0	0
GA	0	11	6	17
HI	418	795	344	1,557
IA	306	384	0	690
ID	60	345	1,102	1,507
IL	104	112	0	216
IN	0	0	0	0
KS	465	688	1,333	2,486
KY	93	43	0	136
LA	0	0	0	0
MA	185	65	0	250
MD	0	349	718	1,067
ME	115	107	165	387
MI	0	0	0	0
MN	137	153	82	372
MO	0	0	0	0
MS	727	163	191	1,081
MT	102	155	463	720

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
NC	0	0	0	0
ND	384	419	640	1,443
NE	723	1,014	1,658	3,395
NH	116	310	354	780
NJ	231	260	950	1,441
NM	229	359	0	588
NV	237	516	0	753
NY	129	227	0	356
OH	0	0	0	0
OK	0	78	186	264
OR	47	323	0	370
PA	117	168	0	285
SC	0	264	0	264
SD	240	293	1,190	1,723
TN	27	80	0	107
TX	113	0	0	113
UT	5	163	0	168
VA	0	0	3,736	3,736
VT	117	182	358	657
WA	1	4	0	5
WI	0	0	0	0
WV	12	81	348	441
WY	138	611	461	1,210
Atlanta-Sandy Springs-Alpharetta, GA	0	0	0	0
Austin-Round Rock-Georgetown, TX	76	132	0	208
Baltimore-Columbia-Towson, MD	137	93	0	230
Birmingham-Hoover, AL	447	253	437	1,137

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
Boston-Cambridge-Newton, MA-NH	213	0	0	213
Buffalo-Cheektowaga, NY	186	85	349	620
Charlotte-Concord-Gastonia, NC-SC	0	98	0	98
Chicago-Naperville-Elgin, IL-IN-WI	0	0	0	0
Cincinnati, OH-KY-IN	0	2	10	12
Cleveland-Elyria, OH	0	86	0	86
Columbus, OH	0	83	0	83
Dallas-Fort Worth-Arlington, TX	0	0	0	0
Denver-Aurora-Lakewood, CO	166	0	0	166
Detroit-Warren-Dearborn, MI	26	30	0	56
Hartford-East Hartford-Middletown, CT	500	555	0	1,055
Houston-The Woodlands-Sugar Land, TX	0	0	0	0
Indianapolis-Carmel-Anderson, IN	605	210	0	815
Jacksonville, FL	38	225	0	263
Kansas City, MO-KS	390	192	0	582
Las Vegas-Henderson-Paradise, NV	298	0	0	298
Los Angeles-Long Beach-Anaheim, CA	0	0	0	0
Louisville/Jefferson County, KY-IN	81	43	109	233
Memphis, TN-MS-AR	70	7	68	145
Miami-Fort Lauderdale-Pompano Beach, FL	0	0	0	0
Milwaukee-Waukesha, WI	550	311	936	1,797
Minneapolis-St. Paul-Bloomington, MN-WI	305	182	362	849
Nashville-Davidson--Murfreesboro--Franklin, TN	673	415	0	1,088
New Orleans-Metairie, LA	273	190	13	476
New York-Newark-Jersey City, NY-NJ-PA	0	0	0	0
Oklahoma City, OK	223	167	0	390
Orlando-Kissimmee-Sanford, FL	137	38	0	175

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	1	15	0	16
Phoenix-Mesa-Chandler, AZ	0	0	0	0
Pittsburgh, PA	136	0	0	136
Portland-Vancouver-Hillsboro, OR-WA	99	299	149	547
Providence-Warwick, RI-MA	274	644	0	918
Raleigh-Cary, NC	860	353	0	1,213
Richmond, VA	5	0	351	356
Riverside-San Bernardino-Ontario, CA	0	0	0	0
Sacramento-Roseville-Folsom, CA	110	0	0	110
Salt Lake City, UT	87	462	148	697
San Antonio-New Braunfels, TX	50	41	35	126
San Diego-Chula Vista-Carlsbad, CA	127	0	0	127
San Francisco-Oakland-Berkeley, CA	153	0	0	153
San Jose-Sunnyvale-Santa Clara, CA	94	236	18	348
Seattle-Tacoma-Bellevue, WA	126	209	0	335
St. Louis, MO-IL	15	5	0	20
Tampa-St. Petersburg-Clearwater, FL	111	11	0	122
Virginia Beach-Norfolk-Newport News, VA-NC	0	0	57	57
Washington-Arlington-Alexandria, DC-VA-MD-WV	2,019	486	68	2,573
TOTAL STATE	6,975	10,206	18,645	35,826
TOTAL MSA	9,661	6,158	3,110	18,929
Combined TOTAL	16,636	16,364	21,755	54,755

Appendix A-6: EPOP:2023 Third Phase (Released) ABS Sample Size by State/MSA and Race/Ethnicity

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
AK	226	266	903	1395
AL	2	0	0	2
AR	250	350	218	818
AZ	8	14	0	22
CA	200	0	0	200
CO	0	0	0	0
CT	42	14	0	56
DE	0	298	486	784
FL	0	0	0	0
GA	0	4	1	5
HI	167	482	344	993
IA	122	196	0	318
ID	24	323	535	882
IL	42	112	0	154
IN	0	0	0	0
KS	186	408	133	727
KY	37	17	0	54
LA	0	0	0	0
MA	74	26	0	100
MD	0	187	133	320
ME	46	43	165	254
MI	0	0	0	0
MN	55	61	8	124
MO	0	0	0	0
MS	291	83	19	393
MT	102	152	463	717

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
NC	0	0	0	0
ND	384	244	640	1268
NE	289	406	166	861
NH	116	310	354	780
NJ	210	260	95	565
NM	92	143	0	235
NV	126	233	0	359
NY	52	227	0	279
OH	0	0	0	0
OK	0	58	19	77
OR	19	129	0	148
PA	101	168	0	269
SC	0	209	0	209
SD	96	136	908	1140
TN	11	44	0	55
TX	90	0	0	90
UT	2	163	0	165
VA	0	0	374	374
VT	117	182	358	657
WA	0	2	0	2
WI	0	0	0	0
WV	9	32	348	389
WY	138	497	461	1096
Atlanta-Sandy Springs-Alpharetta, GA	0	0	0	0
Austin-Round Rock-Georgetown, TX	30	53	0	83
Baltimore-Columbia-Towson, MD	55	37	0	92
Birmingham-Hoover, AL	297	253	437	987

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
Boston-Cambridge-Newton, MA-NH	192	0	0	192
Buffalo-Cheektowaga, NY	186	85	138	409
Charlotte-Concord-Gastonia, NC-SC	0	98	0	98
Chicago-Naperville-Elgin, IL-IN-WI	0	0	0	0
Cincinnati, OH-KY-IN	0	1	1	2
Cleveland-Elyria, OH	0	86	0	86
Columbus, OH	0	62	0	62
Dallas-Fort Worth-Arlington, TX	0	0	0	0
Denver-Aurora-Lakewood, CO	68	0	0	68
Detroit-Warren-Dearborn, MI	10	13	0	23
Hartford-East Hartford-Middletown, CT	458	555	0	1013
Houston-The Woodlands-Sugar Land, TX	0	0	0	0
Indianapolis-Carmel-Anderson, IN	433	89	0	522
Jacksonville, FL	15	167	0	182
Kansas City, MO-KS	390	192	0	582
Las Vegas-Henderson-Paradise, NV	131	0	0	131
Los Angeles-Long Beach-Anaheim, CA	0	0	0	0
Louisville/Jefferson County, KY-IN	81	43	109	233
Memphis, TN-MS-AR	70	7	68	145
Miami-Fort Lauderdale-Pompano Beach, FL	0	0	0	0
Milwaukee-Waukesha, WI	220	240	94	554
Minneapolis-St. Paul-Bloomington, MN-WI	122	73	36	231
Nashville-Davidson--Murfreesboro--Franklin, TN	395	166	0	561
New Orleans-Metairie, LA	109	85	6	200
New York-Newark-Jersey City, NY-NJ-PA	0	0	0	0
Oklahoma City, OK	223	167	0	390
Orlando-Kissimmee-Sanford, FL	137	38	0	175

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	0	10	0	10
Phoenix-Mesa-Chandler, AZ	0	0	0	0
Pittsburgh, PA	136	0	0	136
Portland-Vancouver-Hillsboro, OR-WA	44	126	15	185
Providence-Warwick, RI-MA	272	534	0	806
Raleigh-Cary, NC	344	310	0	654
Richmond, VA	5	0	96	101
Riverside-San Bernardino-Ontario, CA	0	0	0	0
Sacramento-Roseville-Folsom, CA	44	0	0	44
Salt Lake City, UT	87	462	148	697
San Antonio-New Braunfels, TX	50	16	35	101
San Diego-Chula Vista-Carlsbad, CA	51	0	0	51
San Francisco-Oakland-Berkeley, CA	116	0	0	116
San Jose-Sunnyvale-Santa Clara, CA	94	201	2	297
Seattle-Tacoma-Bellevue, WA	79	108	0	187
St. Louis, MO-IL	6	2	0	8
Tampa-St. Petersburg-Clearwater, FL	111	4	0	115
Virginia Beach-Norfolk-Newport News, VA-NC	0	0	57	57
Washington-Arlington-Alexandria, DC-VA-MD-WV	808	275	7	1090
TOTAL STATE	3,726	6,479	7,131	17,336
TOTAL MSA	5,869	4,558	1,249	11,676
Combined TOTAL	9,595	11,037	8,380	29,012

Appendix A-7: EPOP:2023 Target Number of ABS Completed Surveys by State/MSA and Race/Ethnicity

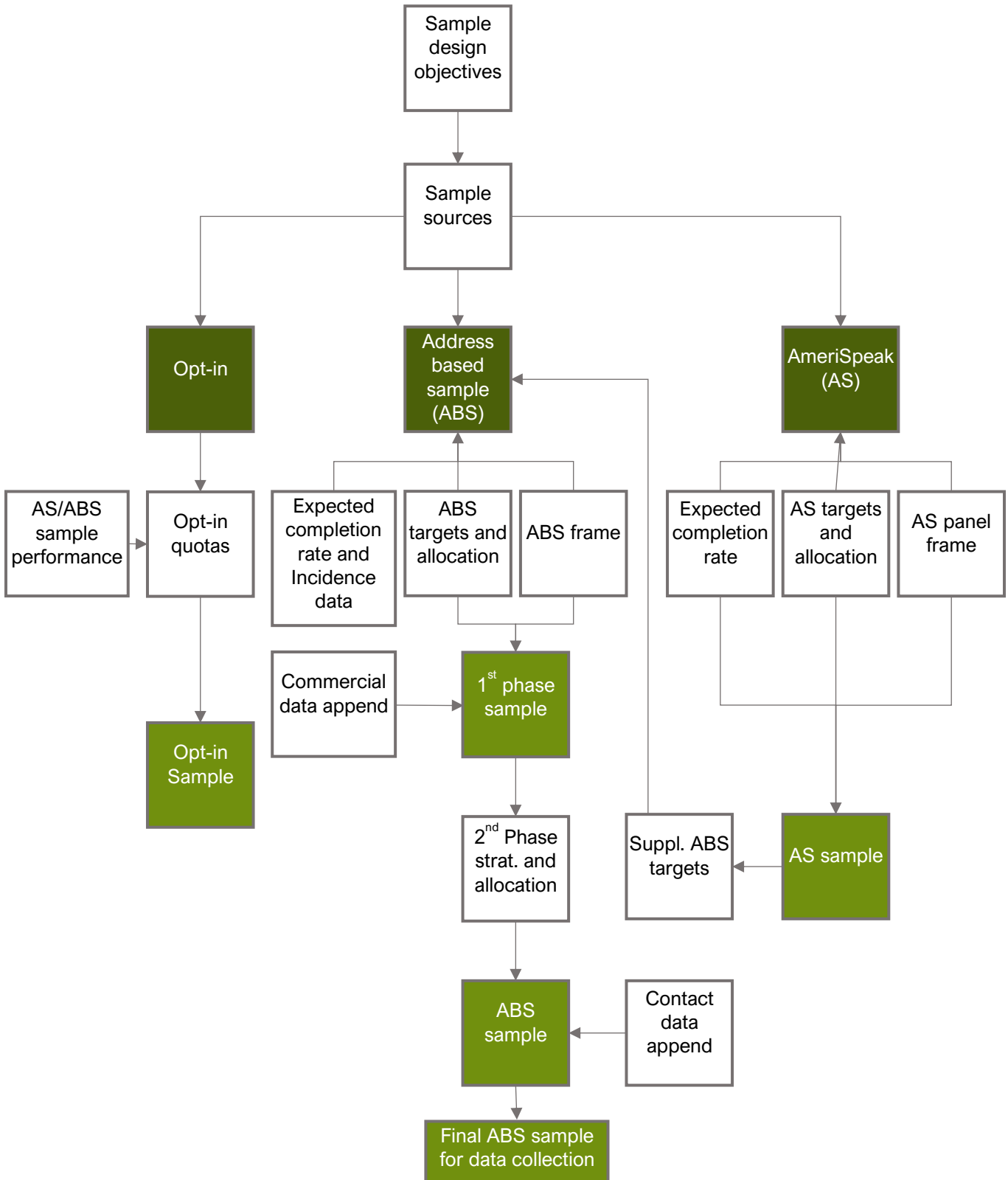
State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
AK	9.840	23.931	112.16	145.93
AL	.000	.155	.00	.15
AR	28.936	25.068	7.95	61.95
AZ	.490	.000	.00	.49
CA	11.639	.000	.00	11.64
CO	.000	.000	.00	.00
CT	4.669	1.133	.00	5.80
DE	23.633	27.584	33.95	85.16
FL	.000	.000	.00	.00
GA	.000	.372	.00	.37
HI	5.244	32.069	73.29	110.60
IA	7.951	20.373	.00	28.32
ID	.681	25.238	5.21	31.13
IL	.000	4.355	.00	4.35
IN	.000	.000	.00	.00
KS	6.997	21.057	.00	28.05
KY	.000	1.832	.00	1.83
LA	.000	.000	.00	.00
MA	4.026	.000	.00	4.03
MD	.000	12.036	7.76	19.79
ME	3.636	4.041	63.92	71.60
MI	.000	.000	.00	.00
MN	4.359	4.669	.00	9.03
MO	.000	.000	.00	.00
MS	1.351	6.705	64.70	72.75
MT	1.626	12.380	96.92	110.93
NC	.000	.000	.00	.00
ND	9.848	13.008	107.48	130.33
NE	13.533	29.979	.00	43.51
NH	4.582	11.951	97.71	114.24
NJ	20.332	18.120	26.65	65.10

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
NM	4.913	.000	65.69	70.60
NV	5.889	7.282	6.20	19.37
NY	.000	12.484	.00	12.48
OH	.000	.000	.00	.00
OK	.000	4.635	.00	4.63
OR	.580	10.790	.00	11.37
PA	10.358	8.624	.00	18.98
SC	.000	16.806	.00	16.81
SD	6.388	11.428	53.57	71.39
TN	.000	2.216	.00	2.22
TX	13.389	.000	.00	13.39
UT	.418	7.491	.00	7.91
VA	.000	19.526	.00	19.53
VT	4.202	5.017	105.01	114.23
WA	.000	.646	.00	.65
WI	.000	.000	.00	.00
WV	7.950	4.225	47.19	59.37
WY	1.887	35.000	112.95	149.84
Atlanta-Sandy Springs-Alpharetta, GA	.000	9.433	.00	9.43
Austin-Round Rock-Georgetown, TX	8.448	10.046	5.04	23.53
Baltimore-Columbia-Towson, MD	.000	9.140	.00	9.14
Birmingham-Hoover, AL	18.907	7.705	46.81	73.42
Boston-Cambridge-Newton, MA-NH	6.268	2.816	.00	9.08
Buffalo-Cheektowaga, NY	16.991	10.271	3.75	31.01
Charlotte-Concord-Gastonia, NC-SC	1.270	11.068	.00	12.34
Chicago-Naperville-Elgin, IL-IN-WI	.000	.000	.00	.00
Cincinnati, OH-KY-IN	9.627	.431	5.53	15.59
Cleveland-Elyria, OH	3.214	7.689	.00	10.90
Columbus, OH	10.289	4.426	.00	14.72
Dallas-Fort Worth-Arlington, TX	.000	.000	.00	.00
Denver-Aurora-Lakewood, CO	5.796	3.503	.00	9.30
Detroit-Warren-Dearborn, MI	.000	1.802	.00	1.80

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
Hartford-East Hartford-Middletown, CT	15.762	20.375	.00	36.14
Houston-The Woodlands-Sugar Land, TX	.000	.000	.00	.00
Indianapolis-Carmel-Anderson, IN	10.981	10.942	.00	21.92
Jacksonville, FL	5.095	8.832	.00	13.93
Kansas City, MO-KS	8.220	13.594	.00	21.81
Las Vegas-Henderson-Paradise, NV	13.626	4.043	.00	17.67
Los Angeles-Long Beach-Anaheim, CA	.000	.000	.00	.00
Louisville/Jefferson County, KY-IN	13.874	6.616	16.09	36.58
Memphis, TN-MS-AR	3.327	11.041	38.21	52.58
Miami-Fort Lauderdale-Pompano Beach, FL	.000	.000	.00	.00
Milwaukee-Waukesha, WI	12.855	17.465	.00	30.32
Minneapolis-St. Paul-Bloomington, MN-WI	10.303	9.936	.00	20.24
Nashville-Davidson--Murfreesboro--Franklin, TN	18.075	11.881	1.47	31.42
New Orleans-Metairie, LA	.000	12.733	19.00	31.74
New York-Newark-Jersey City, NY-NJ-PA	.031	.000	.20	.23
Oklahoma City, OK	17.495	17.717	9.14	44.35
Orlando-Kissimmee-Sanford, FL	12.216	.000	.00	12.22
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	.217	9.596	.00	9.81
Phoenix-Mesa-Chandler, AZ	.000	.000	.00	.00
Pittsburgh, PA	9.122	.200	.00	9.32
Portland-Vancouver-Hillsboro, OR-WA	3.352	15.910	.00	19.26
Providence-Warwick, RI-MA	14.661	22.180	84.73	121.57
Raleigh-Cary, NC	11.140	19.242	.00	30.38
Richmond, VA	12.048	11.649	8.97	32.67
Riverside-San Bernardino-Ontario, CA	.000	.000	.00	.00
Sacramento-Roseville-Folsom, CA	6.613	6.864	.00	13.48
Salt Lake City, UT	3.467	18.779	40.11	62.35
San Antonio-New Braunfels, TX	5.107	.000	10.86	15.97
San Diego-Chula Vista-Carlsbad, CA	4.388	.000	.00	4.39
San Francisco-Oakland-Berkeley, CA	7.919	3.625	.00	11.54
San Jose-Sunnyvale-Santa Clara, CA	3.182	16.558	11.56	31.30
Seattle-Tacoma-Bellevue, WA	3.045	9.897	.00	12.94

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
St. Louis, MO-IL	.000	.689	.00	.69
Tampa-St. Petersburg-Clearwater, FL	8.738	.000	.00	8.74
Virginia Beach-Norfolk-Newport News, VA-NC	4.824	12.023	3.09	19.94
Washington-Arlington-Alexandria, DC-VA-MD-WV	27.286	41.026	88.77	157.08
TOTAL STATE	219.346	442.226	1088.29	1749.86
TOTAL MSA	347.781	411.740	393.33	1152.85
Combined TOTAL	567.127	853.967	1481.62	2902.71

Appendix A-8: EPOP:2023 Sampling Flowchart



APPENDIX B: INSTRUMENT DESIGN

Appendix B-1: Survey Questionnaire Changes from EPOP:2022 to EPOP:2023

#	Change	Variable	Section	Type	Category
1	Logic updated to show only to non-probability sample	DEM_STATE	Beginning Demographics	Changed Item	Logic Update
2	Added new item (DEM_COUNTY) that asks R to pick county based on dropdown within state. Only asked of non-probability panel.	DEM_COUNTY	Beginning Demographics	New Item	New Item
3	Added new item (DEM_CITY) that asks R to enter city if they don't know or skip DEM_COUNTY. Only asked of non-probability panel.	DEM_CITY	Beginning Demographics	New Item	New Item
4	Simplified DEM_ZIP to just validation that it is a proper number for ZIP code. Only asked of non-probability panel.	DEM_ZIP	Beginning Demographics	Changed Item	Logic Update
5	Added 6th response option of "None of the above".	S_JOBSTAT_5	Screener	Changed Item	Response Option Change
6	Additional inclusion of if S_JOBSTAT_5=6, respondent will see S_JOBSTAT_6	S_JOBSTAT_6	Screener	Changed Item	Logic Update
7	Created working flag to be used in subsequent quex logic.	DOV_WORKING	Screener	New Item	New Item
8	Added "App-based food delivery" as example other activity for gig work items	S_GIGCHECK_1, S_GIGCHECK_2, S_GIGCHECK_3, PE_GIGREASON_1	Screener	Changed Item	Response Option Change
9	Logic updated to show if DOV_WORKING = 1	S_PAIDJOB_1	Screener	Changed Item	Logic Update
10	Display logic updated to be based on S_JOB_1 and S_JOB_2 responses instead of category flags.	S_FORMBIZ_1	Screener	Changed Item	Logic Update
11	Included definition of business owner and freelancer provided on S_JOB_1 for all former business owner and former freelancer items to keep definitions consistent	S_FORMBIZ_1, S_FORMBIZ_2, S_FORMBIZ_STAT_1, S_FORMBIZ_STAT_2, S_FORMBIZ_STAT_3, S_FORMFREE_1, S_FORMFREE_STAT_1,	Screener	Changed Item	Question Wording Update

#	Change	Variable	Section	Type	Category
		S_FORMFREE_STAT_2, S_FORMFREE_STAT_3			
12	Display logic updated to be based on S_JOB_1 and S_JOB_2 responses instead of category flags.	S_FORMBIZ_2	Screener	Changed Item	Logic Update
13	Added new item (S_ADDBIZ_1) that asks current business owners if they own another business	S_ADDBIZ_1	Screener	New Item	New Item
14	Added new item (S_ADDBIZ_2) that asks how many businesses current business owners own	S_ADDBIZ_2	Screener	New Item	New Item
15	Added new item (S_ADDBIZ_3) that asks if current business owners ever had a business that they closed, sold, or left	S_ADDBIZ_3	Screener	New Item	New Item
16	Updated S_FORMBIZ_STAT_2 logic to include current business owners who also used to own another business	S_FORMBIZ_STAT_2	Screener	Changed Item	Logic Update
17	Display logic updated to be based on S_JOB_1 and S_JOB_2 responses instead of category flags.	S_FORMFREE_1	Screener	Changed Item	Logic Update
18	Added new item (S_ADDFREE_1) that asks current freelancers if they do other freelance work	S_ADDFREE_1	Screener	New Item	New Item
19	Added new item (S_ADDFREE_2) that asks current freelancers how many freelance gigs they have	S_ADDFREE_2	Screener	New Item	New Item
20	Added new item (S_ADDFREE_3) that asks current freelancers if they ever ended a freelance gig in the past	S_ADDFREE_3	Screener	New Item	New Item
21	Added S_FORMFREE_STAT_2 to ask respondents to indicate what year they stopped doing freelance work	S_FORMFREE_STAT_2	Screener	New Item	New Item
22	Added S_FORMFREE_STAT_3 to ask how long ago respondents stopped doing previous freelance work	S_FORMFREE_STAT_3	Screener	New Item	New Item
23	Updated question to include professional practice or farm	S_NASCENT_1	Screener	Changed Item	Question Wording Update
24	Updated DOV_CUR_ENTR, DOV_CUR_FREE, DOV_FORM_ENTR, DOV_FORM_FREE, and DOV_NASCENT flag logic to only be set once	DOV_CUR_ENTR, DOV_CUR_FREE, DOV_FORM_ENTR, DOV_FORM_FREE, DOV_NASCENT	Screener	Changed Item	Logic Update
25	Updated S_WITHDRAW_1 logic to be asked of everyone with specific language for each entrepreneurship flag	S_WITHDRAW_1	Screener	Changed Item	Logic Update

#	Change	Variable	Section	Type	Category
26	Updated logic to only display to withdrawn entrepreneurs and no other flags; included additional wording to include professional practice, farm, consultant, freelancer, or independent contractor	S_INTEREST_2	Screeners	Changed Item	Logic Update
27	Updated logic to only show if DOV_CUR_FREE=1	S_GIGPLATFORM_1	Screeners	Changed Item	Logic Update
28	Updated logic to show if IF S_GIGPLATFORM_1 = 1 OR S_GIGCHECK_1 = 1 OR S_GIGCHECK_2 = 1 OR S_GIGCHECK_3 = 1	S_GIGPLATFORM_2	Screeners	Changed Item	Logic Update
29	Updated DOV_GROUP logic to remove extra criteria for nascent and former entrepreneurs, changing entrepreneur to business owner	DOV_GROUP	Screeners	Changed Item	Logic Update
30	Updated DOV_ACTIVITY logic to simplify activity for nascent and withdrawn entrepreneurs	DOV_ACTIVITY	Screeners	Changed Item	Logic Update
31	Updated DOV_FORM_ENTR logic to include current business owners who sold/left/ended a business in the past	DOV_CUR_ENTR	Screeners	Changed Item	Logic Update
32	Updated DOV_FORM_FREE logic to include current freelancers who sold/left/ended a freelance gig in the past	DOV_CUR_FREE	Screeners	Changed Item	Logic Update
33	Added new item (PE_REASONS_2) that asks respondents to select most important reason from PE_REASONS_1; response options shown based on selection of PE_REASONS_1	PE_REASONS_2	Pursuing Entrepreneurship	New Item	New Item
34	Added new item (PE_REASONS_3) that asks respondents to select second most important reason from PE_REASONS_1 if more than two reasons were selected: response options shown based on selection of PE_REASONS_1	PE_REASONS_3	Pursuing Entrepreneurship	New Item	New Item
35	Added 3 new entrepreneurship experiences items	ENTR_EXPERIENCE_1, ENTR_EXPERIENCE_2, ENTR_EXPERIENCE_3	Pursuing Entrepreneurship	New Item	New Item
36	Changed PE_STEPS_7 from open-ended response to yes/no response.	PE_STEPS_7	Pursuing Entrepreneurship	Changed Item	Question Wording Update
37	Added PE_STEPS_8 that asks for "other" responses	PE_STEPS_8	Pursuing Entrepreneurship	New Item	New Item

#	Change	Variable	Section	Type	Category
38	Added new item (PE_STEPS_REASONS) that asks why respondents did not take any unselected steps from PE_STEPS_1 through PE_STEPS_6.	PE_STEPS_REASONS	Pursuing Entrepreneurship	New Item	New Item
39	Added two response options to PE_CHALLENGE_1.	PE_CHALLENGE_1	Pursuing Entrepreneurship	Changed Item	Response Option Change
40	Changed PE_CHALLENGE_6 from open-ended response to yes/no response.	PE_CHALLENGE_6	Pursuing Entrepreneurship	Changed Item	Question Wording Update
41	Added PE_CHALLENGE_7 that asks for "other" responses.	PE_CHALLENGE_7	Pursuing Entrepreneurship	New Item	New Item
42	Removed none of the above option in PE_CAPITAL_INSTITUTION_1	PE_CAPITAL_INSTITUTION_1	Pursuing Entrepreneurship	Changed Item	Response Option Change
43	Updated PE_CAPITAL items to ask for amounts via a worksheet where total is calculated on the fly	All PE_CAPITAL items	Pursuing Entrepreneurship	Changed Item	Capital Series Refinement
44	Addition of PE_CAPITAL_CONF that asks about correct amount of capital received	PE_CAPITAL_CONF	Pursuing Entrepreneurship	Changed Item	Capital Series Refinement
45	Added additional logic to show if PE_CAPITAL_1 is selected and PE_CAPITAL_WS does not equal 0	PE_CAPITAL_2	Pursuing Entrepreneurship	Changed Item	Capital Series Refinement
46	Added additional logic to show if PE_CAPITAL_1 is not selected or PE_CAPITAL_WS equals 0	PE_CAPITAL_3	Pursuing Entrepreneurship	Changed Item	Capital Series Refinement
47	Added new item (PE_CAPITAL_4) that asks for reasons Rs were given if they were declined funding.	PE_CAPITAL_4	Pursuing Entrepreneurship	New Item	Capital Series Refinement
48	Added new item that asks for reasons why Rs did not request grant funding.	PE_CAPITAL_5	Pursuing Entrepreneurship	New Item	Capital Series Refinement
49	Added new item that asks for reasons why Rs did not request bank/financial institution funding.	PE_CAPITAL_6	Pursuing Entrepreneurship	New Item	Capital Series Refinement
50	Added new item that asks for reasons by Rs did not request other types of funding.	PE_CAPITAL_7	Pursuing Entrepreneurship	New Item	Capital Series Refinement
51	Added PE_STOPREASON_2 asking respondents to select their primary reason from PE_STOPREASON_1 for stopping working for themselves.	PE_STOPREASON_2	Pursuing Entrepreneurship	New Item	New Item
52	Added PE_STOPREASON_3 asking respondents to select their secondary reason from PE_STOPREASON_1 if more than two were selected	PE_STOPREASON_3	Pursuing Entrepreneurship	New Item	New Item

#	Change	Variable	Section	Type	Category
53	Adjusted wording for question to include "work" and "or use"	BO_ADDFINANCE_1	Business Operations	Changed Item	Capital Series Refinement
54	Adjusted wording to clarify that questions are in reference to funding received after starting work, not including startup funding	DISPLAY_ADDFINANCE	Business Operations	Changed Item	Capital Series Refinement
55	Adjusted text of BO_ADDFINANCE_2 to say "Did you use any of the following..."	BO_ADDFINANCE_2	Business Operations	Changed Item	Capital Series Refinement
56	Removed "None of the above" option on BO_ADDFINANCE_INSTITUTION_1	BO_ADDFINANCE_INSTITUTION_1	Business Operations	Changed Item	Capital Series Refinement
57	Adjusted text of BO_GRANT_TYPE_1 to say "received" instead of "requested"	BO_GRANT_TYPE_1	Business Operations	Changed Item	Capital Series Refinement
58	Updated BO_ADDFINANCE items to ask for amounts via a worksheet where total is calculated on the fly	All BO_ADDFINANCE items	Business Operations	Changed Item	Capital Series Refinement
59	Addition of BO_ADDFINANCE_CONF that asks about correct amount of capital received	BO_ADDFINANCE_CONF	Business Operations	New Item	Capital Series Refinement
60	Adjusted wording to clarify what respondent had used for additional financing after start-up; Added additional logic to show if BO_ADDFINANCE_2 is selected and BO_ADDFINANCE_WS does not equal 0	BO_ADDFINANCE_3	Business Operations	Changed Item	Capital Series Refinement
61	Included additional wording indicating whether respondent applied for or requested funding but did not receive any; Added additional logic to show if BO_ADDFINANCE_2 is not selected or BO_ADDFINANCE_WS equals 0	BO_ADDFINANCE_4	Business Operations	Changed Item	Capital Series Refinement
62	Added new item (BO_ADDFINANCE_5) that asks for reasons Rs were given if they were declined funding.	BO_ADDFINANCE_5	Business Operations	New Item	Capital Series Refinement
63	Added new item that asks for reasons why Rs did not request grant funding.	BO_ADDFINANCE_6	Business Operations	New Item	Capital Series Refinement
64	Added new item that asks for reasons why Rs did not request bank/financial institution funding.	BO_ADDFINANCE_7	Business Operations	New Item	Capital Series Refinement
65	Added new item that asks for reasons by Rs did not request other types of funding.	BO_ADDFINANCE_8	Business Operations	New Item	Capital Series Refinement
66	Added new item that asks about what percentage of business owner's employees have an hourly wage above the "living wage" of their state	BO_EMPWAGES	Business Operations	New Item	New Item

#	Change	Variable	Section	Type	Category
67	Added 2 new remote work items tailored to sole proprietors and business owners with employees.	REMOTE_2, REMOTE_3	Business Operations	New Item	New Item
68	Added new item measuring amount of cash reserves for business owners	BO_CASH	Business Operations	New Item	New Item
69	Added new item measuring types of business interruptions in the past year.	BUSINESS_INTERRUPTIONS_1	Business Operations	New Item	New Item
70	Added 2 items measuring the changes in prices of goods and services and cost of salaries for employees	BUSINESS_COSTS_1, BUSINESS_COSTS_2	Business Operations	New Item	New Item
71	Removed "supply chain issues" as response option	BO_CHALLENGE_2	Business Operations	Changed Item	Response Option Change
72	Added new response option of "Identifying business opportunities in the market"	BO_CHALLENGE_3	Business Operations	Changed Item	Response Option Change
73	Added two new response options to BO_CHALLENGE_4	BO_CHALLENGE_4	Business Operations	Changed Item	Response Option Change
74	Added a new response option to BO_CHALLENGE_5	BO_CHALLENGE_5	Business Operations	Changed Item	Response Option Change
75	Changed BO_CHALLENGE_6 from open-ended response to yes/no response.	BO_CHALLENGE_6	Business Operations	Changed Item	Question Wording Update
76	Added BO_CHALLENGE_7 that asks for "other" responses	BO_CHALLENGE_7	Business Operations	New Item	New Item
77	Added new item asking how respondents addressed the BO_CHALLENGE items they selected.	BO_CHALLENGE_ADDRESS	Business Operations	New Item	New Item
78	Added BO_REASONS_1 asking respondents to select their primary challenge from BO_CHALLENGE_END for stopping working for themselves.	BO_REASONS_1	Business Operations	New Item	New Item
79	Added BO_REASONS_2 asking respondents to select their secondary challenge from BO_CHALLENGE_END for stopping working for themselves if they selected more than two.	BO_REASONS_2	Business Operations	New Item	New Item
80	Add two new response options to BO_EXITSTRAT_1	BO_EXITSTRAT_1	Business Operations	Changed Item	Response Option Change
81	Added response option about low credit score to GP_CONSIDER_1	GP_CONSIDER_1	Non-Entrepreneurial	Changed Item	Response Option Change

#	Change	Variable	Section	Type	Category
82	Added GP_CONSIDER_2 asking respondents to select their primary reason from GP_CONSIDER_1 for not pursuing entrepreneurship.	GP_CONSIDER_2	Non-Entrepreneurial	New Item	New Item
83	Added GP_CONSIDER_3 asking respondents to select their secondary reason from GP_CONSIDER_1 for not pursuing entrepreneurship if they selected more than two.	GP_CONSIDER_3	Non-Entrepreneurial	New Item	New Item
84	Added new item asking non-business owners their perception of entrepreneurship biggest challenges	ENTR_CHALLENGES_1	Non-Entrepreneurial	New Item	New Item
85	Added new item that asks likelihood of exploring new business idea if they had one.	GP_CONSIDER_4	Non-Entrepreneurial	New Item	New Item
86	Added new item that asks what supports they would need to help them explore a new business idea if they had one.	GP_CONSIDER_5	Non-Entrepreneurial	New Item	New Item
87	Added new item that asks what the biggest challenges would be if they had a new business idea.	GP_CONSIDER_6	Non-Entrepreneurial	New Item	New Item
88	Updated GP_EMPLOYERLENGTH_1 with DOV_WORKING logic	GP_EMPLOYEELLENGTH_1	Non-Entrepreneurial	Changed Item	Logic Update
89	Updated GP_NUMEMPSTART_1 with DOV_WORKING logic	GP_NUMEMPSTART_1	Non-Entrepreneurial	Changed Item	Logic Update
90	Updated GP_WEEKSWK_1 with DOV_WORKING logic	GP_WEEKSWK_1	Non-Entrepreneurial	Changed Item	Logic Update
91	Updated GP_HOURSWK_1 with DOV_WORKING logic	GP_HOURSWK_1	Non-Entrepreneurial	Changed Item	Logic Update
92	Updated GP_EMPBENEFIT_1 with DOV_WORKING logic	GP_EMPBENEFIT_1	Non-Entrepreneurial	Changed Item	Logic Update
93	Added new item that asks if you are allowed or required to work remotely	REMOTE_1	Non-Entrepreneurial	New Item	New Item
94	Updated GP_NEWJOB_1 with DOV_WORKING logic	GP_NEWJOB_1	Non-Entrepreneurial	Changed Item	Logic Update
95	Updated GP_NEWJOB_2 with DOV_WORKING logic	GP_NEWJOB_2	Non-Entrepreneurial	Changed Item	Logic Update
96	Asking HH income of all samples	DEM_HHINC	End Demographics	Changed Item	Logic Update
97	Removed DEM_COMM_RATE		End Demographics	Removed Item	Removed Item

#	Change	Variable	Section	Type	Category
98	Removed PE_COVIDCONCERN		End Demographics	Removed Item	Removed Item
99	New wording for DEM_HOUSENUM items to count of number of people in household.	DEM_HOUSENUM_1, DEM_HOUSENUM_2	End Demographics	Changed Item	Question Wording Update
100	Updated DEM_HOUSEHOLD logic to only allow options that fit with the number of people in the household	DEM_HOUSEHOLD	End Demographics	Changed Item	Logic Update
101	Updated DEM_HOUSECHILD to make entering ages in categories easier on respondents as well as only allow options that fit with previous answers for DEM_HOUSENUM and DEM_HOUSEHOLD	DEM_HOUSECHILD	End Demographics	Changed Item	Question Wording Update
102	Added new item that asks to confirm total number of children/grandchildren under the age of 18	DEM_HOUSECHILD_CONF	End Demographics	New Item	New Item

Appendix C: Survey Data Collection

Appendix C-1: ABS Invitation Letter*


FEBRUARY 2023

\$1 is enclosed to thank you for your consideration!

Complete the survey to get a \$15 "Thank You" e-gift code of your choice:

- ◆ Amazon
- ◆ Visa
- ◆ Target
- ◆ Lowes
- ◆ Walmart
- ◆ Starbucks
- ◆ Barnes & Nobles

Just pick and get a \$15 e-gift code as soon as the EPOP Survey is complete.



Dear [city] Resident,

Please complete the EPOP Survey. This survey is part of a nation-wide research study of U.S. adults' views on business ownership or being self-employed. *Whether you or your family have ever owned a business or not, we want your household to participate.*

Your home's address was randomly selected. Selecting random addresses across the nation ensures all kinds of people living in the U.S. – every age, race, education level, and employment status – are included. Please have an adult in your home who most recently had a birthday complete the survey.

To complete the 15-minute EPOP Survey online, open the survey link on a computer or any mobile device and enter your household's unique personal identification number (PIN) and password:

EPOP SURVEY LINK:	EPOPsurvey.norc.org
PIN:	[pin]
PASSWORD:	[password]

Honest opinions from your household make the study more reliable. We hope your household will choose to participate and give honest answers even though this survey is voluntary. *The important information provided will help researchers and policymakers better understand how to support business growth and self-employment in America.*

Thank you, in advance,

Quentin Brummet

Quentin Brummet
EPOP Research Director at NORC

Questions? Call 866-611-EPOP, visit EPOP.norc.org, or email us at EPOP@norc.org.



This research study is funded by the Ewing Marion Kauffman Foundation and conducted by NORC, a non-partisan, non-profit research organization. NORC is responsible for keeping the answers confidential and private.

If you have questions about your rights as human subject, email NORC's Institutional Review Board at IRB@norc.org.

The survey is available in both Spanish and English, or you can call 866-611-EPOP.

If you prefer to complete by phone, please call us to speak with a professional interviewer.

For more information about the EPOP Survey: visit EPOP.norc.org, email EPOP@norc.org, or call us at 866-611-EPOP.

*Letter was also translated into Spanish and printed on the back of the letter.

Appendix C-2: ABS Invitation Envelope

(Front)



(Back*)



* Note: There are federal regulation for printing an image of US currency. Federal law permits color illustrations of U.S. currency only under the following conditions:
<https://www.uscurrency.gov/media/currency-image-use>.

Appendix C-3: ABS Invitation Email



SUBJECT LINE: Survey Research Request with a \$15 Thank-You Gift

Greetings {combined first and last name},

Please participate in an opinion and experience survey for U.S. adults – EPOP. The survey asks about your experiences and attitudes about owning a business or working for yourself. *Whether you own a business or not*, we would like someone in your household to complete the survey.

Recently, we mailed your household a \$1.00 dollar bill with an invitation to participate in the EPOP Survey. While we hope you choose to complete the survey, the \$1.00 is yours to keep. If you or someone in your home already participated, thank you! If not, please have an adult in your home who most recently had a birthday complete the survey.

To complete the EPOP Survey, go to the secure link below and enter your PIN and Password:

EPOP Survey Link:	https://epopsurvey.norc.org
PIN:	[PIN]
Password:	[PASSWORD]

You'll get a \$15 electronic "thank you" gift card of your choice as soon as the EPOP survey is complete. For your convenience, the online survey is available in English and Spanish; esta encuesta está disponible en español e inglés.

We want and value your input. The EPOP Survey needs to include the honest opinions of people who do and don't own businesses.

Thank you in advance for your participation!

Quentin Brummet

Quentin Brummet

EPOP Research Director at NORC



Questions? Call 866-611-EPOP, visit <https://EPOP.norc.org>, or email us at EPOP@norc.org.

Your participation in the EPOP Survey will help researchers and policymakers better understand how to support business growth and self-employment in the U.S.

The Entrepreneurship in the Population Survey (EPOP) is funded by the [Ewing Marion Kauffman Foundation](#) and conducted by [NORC at the University of Chicago](#), a non-partisan, non-profit research organization. NORC is responsible for keeping the survey answers confidential and private.

While this survey is voluntary, we hope your household will choose to spend 10 to 15 minutes to participate. The survey can easily be completed on a phone, computer, or tablet. *Si necesita ayuda para llenar esta encuesta en español, por favor llame a 866-611-EPOP.*

If you have questions about your rights as human subject, email NORC's Institutional Review Board at IRB@norc.org.

Appendix C-4: ABS Reminder Postcard

(Front)



The front of the postcard features a dark blue header with the EPOP logo and contact information on the left, and a white text box on the right. Below the header is a light gray area for the recipient's address. The bottom section has a green background with white text on the left and a blue box with white text on the right.

 **EPOP**
Understanding Entrepreneurship in the US

c/o NORC – G238
55 E Monroe St., Suite 1900
Chicago, IL 60603

Research to understand
and support business
growth in the U.S.

[R ADDRESS HERE]

Your household plays an important role in understanding the views and experiences of U.S. adults about owning a business or being self-employed.

We want to hear from everyone – whether you plan to or currently own a business or not – your opinion and experience matter!

We'll send a \$15 gift as thanks when the EPOP Survey is complete.

\$15

(Back)

Please complete the EPOP Survey...and tell us about your experiences with owning a business or your opinions about working for yourself!

Your address was randomly selected from cities and towns across the nation to ensure people of every age, race, education level, and working status are included in the EPOP Survey.

We hope your household will decide to participate!

Questions?

VISIT:	EPOP.norc.org
EMAIL:	EPOP@NORC.org
TOLL-FREE NUMBER:	866-611-EPOP

La encuesta también está disponible en español o llame al número de arriba para participar por teléfono.

If you or someone in your home already completed the 15-minute EPOP Survey – **THANK YOU!**

If you missed the invitation, please have an adult in your home who most recently had a birthday complete the EPOP Survey online.

Go to: EPOPSurvey.norc.org

Enter your household's secure personal identification number (PIN) and password.

The confidential, research survey is conducted by NORC – you can take it online or call us for a phone interview.

We'll send you a **\$15 e-gift code of your choice** to as thanks for your honest answers and time as soon as the survey is complete.

Scratch off to reveal your secure PIN and password.



SCRATCH OFF HERE

Thank you for your help with this important research study!

APPENDIX D: SURVEY DATA PROCESSING, EDITING, AND NON-DISCLOSURE

Appendix D-1. Cross Round Variable Changes When Comparing or Merging Data from EPOP:2022 to EPOP:2023

EPOP:2022 Variable Name	EPOP:2023 Variable Name
BO_CHALLENGE_2_1	BO_CHALLENGE_2_1_Y2
BO_CHALLENGE_2_2	BO_CHALLENGE_2_2_Y2
BO_CHALLENGE_2_3	BO_CHALLENGE_2_3_Y2
BO_CHALLENGE_2_4	<i>n/a: Item not included in EPOP:2023</i>
BO_CHALLENGE_2_5	BO_CHALLENGE_2_4_Y2
BO_CHALLENGE_3_1	BO_CHALLENGE_3_1_Y2
BO_CHALLENGE_3_2	BO_CHALLENGE_3_2_Y2
BO_CHALLENGE_3_3	BO_CHALLENGE_3_3_Y2
<i>n/a: Item not included in EPOP:2022</i>	BO_CHALLENGE_3_4_Y2
BO_CHALLENGE_3_4	BO_CHALLENGE_3_5_Y2
BO_CHALLENGE_4_1	BO_CHALLENGE_4_1_Y2
BO_CHALLENGE_4_2	BO_CHALLENGE_4_2_Y2
BO_CHALLENGE_4_3	BO_CHALLENGE_4_3_Y2
BO_CHALLENGE_4_4	BO_CHALLENGE_4_4_Y2
BO_CHALLENGE_4_5	BO_CHALLENGE_4_5_Y2
BO_CHALLENGE_4_6	BO_CHALLENGE_4_6_Y2
BO_CHALLENGE_4_7	BO_CHALLENGE_4_7_Y2
BO_CHALLENGE_4_8	BO_CHALLENGE_4_8_Y2
<i>n/a: Item not included in EPOP:2022</i>	BO_CHALLENGE_4_9_Y2
<i>n/a: Item not included in EPOP:2022</i>	BO_CHALLENGE_4_10_Y2
BO_CHALLENGE_4_9	BO_CHALLENGE_4_11_Y2
BO_CHALLENGE_5_1	BO_CHALLENGE_5_1_Y2
BO_CHALLENGE_5_2	BO_CHALLENGE_5_2_Y2
BO_CHALLENGE_5_3	BO_CHALLENGE_5_3_Y2

EPOP:2022 Variable Name	EPOP:2023 Variable Name
BO_CHALLENGE_5_4	BO_CHALLENGE_5_4_Y2
BO_CHALLENGE_5_5	BO_CHALLENGE_5_5_Y2
<i>n/a: Item not included in EPOP:2022</i>	BO_CHALLENGE_5_6_Y2
BO_CHALLENGE_5_6	BO_CHALLENGE_5_7_Y2
BO_CHALLENGE_ENDA	BO_CHALLENGE_ENDA_Y2
BO_CHALLENGE_ENDB	BO_CHALLENGE_ENDB_Y2
BO_CHALLENGE_ENDC	BO_CHALLENGE_ENDC_Y2
BO_CHALLENGE_ENDD	BO_CHALLENGE_ENDD_Y2
BO_CHALLENGE_ENDE	BO_CHALLENGE_ENDE_Y2
BO_CHALLENGE_ENDF	BO_CHALLENGE_ENDF_Y2
BO_CHALLENGE_ENDG	BO_CHALLENGE_ENDG_Y2
BO_CHALLENGE_ENDH	BO_CHALLENGE_ENDH_Y2
BO_CHALLENGE_ENDI	BO_CHALLENGE_ENDI_Y2
BO_CHALLENGE_ENDJ	BO_CHALLENGE_ENDJ_Y2
BO_CHALLENGE_ENDK	BO_CHALLENGE_ENDK_Y2
BO_CHALLENGE_ENDL	BO_CHALLENGE_ENDL_Y2
BO_CHALLENGE_ENDM	BO_CHALLENGE_ENDM_Y2
<i>n/a: Item not included in EPOP:2022</i>	BO_CHALLENGE_ENDN_Y2
BO_CHALLENGE_ENDN	BO_CHALLENGE_ENDO_Y2
BO_CHALLENGE_ENDO	BO_CHALLENGE_ENDP_Y2
BO_CHALLENGE_ENDP	BO_CHALLENGE_ENDQ_Y2
BO_CHALLENGE_ENDQ	BO_CHALLENGE_ENDR_Y2
BO_CHALLENGE_ENDR	BO_CHALLENGE_ENDS_Y2
BO_CHALLENGE_ENDS	BO_CHALLENGE_ENDT_Y2
BO_CHALLENGE_ENDT	BO_CHALLENGE_ENDU_Y2
BO_CHALLENGE_ENDU	BO_CHALLENGE_ENDV_Y2
<i>n/a: Item not included in EPOP:2022</i>	BO_CHALLENGE_ENDW_Y2

EPOP:2022 Variable Name	EPOP:2023 Variable Name
<i>n/a: Item not included in EPOP:2022</i>	BO_CHALLENGE_ENDX_Y2
BO_CHALLENGE_ENDV	BO_CHALLENGE_ENDY_Y2
BO_CHALLENGE_ENDW	BO_CHALLENGE_ENDZ_Y2
BO_CHALLENGE_ENDX	BO_CHALLENGE_ENDAA_Y2
BO_CHALLENGE_ENDY	BO_CHALLENGE_ENDBB_Y2
BO_CHALLENGE_ENDZ	BO_CHALLENGE_ENDCC_Y2
<i>n/a: Item not included in EPOP:2022</i>	BO_CHALLENGE_ENDDD_Y2
DEM_HOUSEHOLD_1_RUF	<i>n/a: Item not included in EPOP:2023; refer to DEM_HOUSENUM_DRV</i>
DEM_HOUSEHOLD_2_RUF	DEM_HOUSEHOLD_1_Y2_DRV
DEM_HOUSEHOLD_3_RUF	DEM_HOUSEHOLD_2_Y2_DRV
DEM_HOUSEHOLD_4_RUF	DEM_HOUSEHOLD_3_Y2_DRV
DEM_HOUSEHOLD_5_RUF	DEM_HOUSEHOLD_4_Y2_DRV
DEM_HOUSENUM_RUF	DEM_HOUSENUM_DRV
GP_CONSIDER_1_1	GP_CONSIDER_1_1_Y2
GP_CONSIDER_1_2	GP_CONSIDER_1_2_Y2
GP_CONSIDER_1_3	GP_CONSIDER_1_3_Y2
GP_CONSIDER_1_4	GP_CONSIDER_1_4_Y2
GP_CONSIDER_1_5	GP_CONSIDER_1_5_Y2
GP_CONSIDER_1_6	GP_CONSIDER_1_6_Y2
GP_CONSIDER_1_7	GP_CONSIDER_1_7_Y2
GP_CONSIDER_1_8	GP_CONSIDER_1_8_Y2
GP_CONSIDER_1_9	GP_CONSIDER_1_9_Y2
GP_CONSIDER_1_10	GP_CONSIDER_1_10_Y2
GP_CONSIDER_1_11	GP_CONSIDER_1_11_Y2
GP_CONSIDER_1_12	GP_CONSIDER_1_12_Y2
GP_CONSIDER_1_13	GP_CONSIDER_1_13_Y2
GP_CONSIDER_1_14	GP_CONSIDER_1_14_Y2

EPOP:2022 Variable Name	EPOP:2023 Variable Name
GP_CONSIDER_1_15	GP_CONSIDER_1_15_Y2
GP_CONSIDER_1_16	GP_CONSIDER_1_16_Y2
<i>n/a: Item not included in EPOP:2022</i>	GP_CONSIDER_1_17_Y2
GP_CONSIDER_1_17	GP_CONSIDER_1_18_Y2
PE_CHALLENGE_1_1	PE_CHALLENGE_1_1_Y2
PE_CHALLENGE_1_2	PE_CHALLENGE_1_2_Y2
PE_CHALLENGE_1_3	PE_CHALLENGE_1_3_Y2
PE_CHALLENGE_1_4	PE_CHALLENGE_1_4_Y2
PE_CHALLENGE_1_5	PE_CHALLENGE_1_5_Y2
<i>n/a: Item not included in EPOP:2022</i>	PE_CHALLENGE_1_6_Y2
<i>n/a: Item not included in EPOP:2022</i>	PE_CHALLENGE_1_7_Y2
PE_CHALLENGE_1_6	PE_CHALLENGE_1_8_Y2

Appendix D-2: EPOP Round Specific Variable Names

EPOP:2022 Variable Name	EPOP:2023 Variable Name	EPOP:2022 Response Values	EPOP:2023 Response Values
BO_EXITSTRAT_1	BO_EXITSTRAT_1_Y2	<ol style="list-style-type: none"> 1. Sold your business at a loss 2. Sold your business at more or less break even 3. Sold your business at a profit 4. Bankruptcy or liquidation 5. Transferred business to a family member 6. Did not complete any forms/paperwork, just stopped working or taking work <i>n/a: value not included in EPOP:2022</i> <i>n/a: value not included in EPOP:2022</i> 7. Other, specify: [TEXTBOX] 	<ol style="list-style-type: none"> 1. Sold your business at a loss 2. Sold your business at more or less break even 3. Sold your business at a profit 4. Bankruptcy or liquidation 5. Transferred business to a family member 6. Did not complete any forms/paperwork, just stopped working or taking work 7. Transferred business to a non-family member 8. Converted the business to an employee ownership model 9. Other, specify: [TEXTBOX]
S_FORMFREE_STAT_1	S_FORMFREE_STAT_1_Y2	<ol style="list-style-type: none"> 1. Yes, I am still working for myself as a freelancer, consultant, or independent contractor 2. No, I stopped working as a freelancer, consultant, or independent contractor <u>within the last 5 years</u> 3. No, I stopped working as a freelancer, consultant, or independent contractor <u>more than 5 years ago</u> 	<ol style="list-style-type: none"> 1. Yes 2. No 2. No

EPOP:2022 Variable Name	EPOP:2023 Variable Name	EPOP:2022 Response Values	EPOP:2023 Response Values
S_GIGPLATFORM_DRV	S_GIGPLATFORM_Y2_DRV	1: Confirmed Gig Platform: Services 2: Confirmed Gig Platform: Selling/Renting of Goods 3: Confirmed Gig Platform: Online Surveys 4: Payment Provider 5: Unconfirmed Gig Work 6: Unlikely Gig Work	1: Confirmed Gig Platform: Services 2: Confirmed Gig Platform: Selling/Renting of Goods 3: Confirmed Gig Platform: Online Surveys 4: Payment Provider 5: Unconfirmed/unlikely Gig Work 5: Unconfirmed/unlikely Gig Work
DEM_MARITAL_PUF	DEM_MARITAL_Y2_PUF	1: Married 2: Widowed 3: Divorced/Separated 4: Single 5: Cohabiting	1: Married/Cohabiting 2: Widowed/Divorced/Separated 2: Widowed/Divorced/Separated 3: Single 1: Married/Cohabiting
BO_STARTBIZ_1_PUF	BO_STARTBIZ_1_Y2_PUF	1: Before 1980 2: 1980-1989 3: 1990-1999 4: 2000-2009 5: 2010-2014 6: 2015-2016 7: 2017-2018 8: 2019 9: 2020 10:2021 <i>n/a: value not included in EPOP:2022</i>	1: Before 1990 1: Before 1990 2: 1990-1999 3: 2000-2010 4: 2010-2014 5. 2015-2016 6: 2017-2018 7: 2019 8: 2020 9: 2021 10: 2022+
BO_STARTBIZ_1_RUF	BO_STARTBIZ_1_Y2_RUF	1: Before 1970 2: 1970-1979 3: 1980-1989	1: Before 1980 1: Before 1980 2: 1980-1989

EPOP:2022 Variable Name	EPOP:2023 Variable Name	EPOP:2022 Response Values	EPOP:2023 Response Values
		4: 1990-1999 5: 2000-2009 6: 2010 7: 2011 8: 2012 9: 2013 10: 2014 11: 2015 12: 2016 13: 2017 14: 2018 15: 2019 16: 2020 17: 2021 <i>n/a: value not included in EPOP:2022</i> <i>n/a: value not included in EPOP:2022</i>	3: 1990-1999 4: 2000-2009 5: 2010 6: 2011 7: 2012 8: 2013 9: 2014 10: 2015 11: 2016 12: 2017 13: 2018 14: 2019 15: 2020 16: 2021 17: 2022 18: 2023
BO_NUMEMPLOY_1_PUF	BO_NUMEMPLOY_1_Y2_PUF	0: 0 1: 1-4 2: 5-9 3: 10-19 4: 20-49 5: 50-74 6: 75-99 7: 100+ 7: 100+	0: 0 1: 1-4 2: 5-9 3: 10-19 4: 20-49 5: 50-99 5: 50-99 6: 100-199 7: 200+
BO_NUMEMPLOY_1_RUF	BO_NUMEMPLOY_1_Y2_RUF	0: 0 1: 1 2: 2	0: 0 1: 1 2: 2

EPOP:2022 Variable Name	EPOP:2023 Variable Name	EPOP:2022 Response Values	EPOP:2023 Response Values
		3: 3	3: 3
		4: 4	4: 4
		5: 5	5: 5
		6: 6	6: 6
		7: 7	7: 7
		8: 8	8: 8
		9: 9	9: 9
		10: 10-14	10: 10-14
		11: 15-19	11: 15-19
		12: 20-29	12: 20-29
		13: 30-49	13: 30-49
		14: 50-74	14: 50-74
		15: 75-99	15: 75-99
		16: 100-199	16: 100-199
		17: 200+	17: 200-499
		17: 200+	18: 500-999
		17: 200+	19: 1000+
		1: 0-99	0: 0
		1: 0-99	1: 1-99
		2: 100-499	2: 100-499
		3: 500-999	3: 500-999
		4: 1,000-4,999	4: 1,000-4,999
		5: 5,000-9,999	5: 5,000-9,999
		6: 10,000-24,999	6: 10,000-24,999
		7: 25,000-49,999	7: 25,000-49,999
		8: 50,000-74,999	8: 50,000-74,999
		9: 75,000-99,999	9: 75,000-99,999
		10: 100,000-249,999	10: 100,000-249,999
BO_REVENUE_1_PUF	BO_REVENUE_1_Y2_PUF		

EPOP:2022 Variable Name	EPOP:2023 Variable Name	EPOP:2022 Response Values	EPOP:2023 Response Values
		11: 250,000-499,999 12: 500,000-999,999 13: 1,000,000+	11: 250,000-499,999 12: 500,000+ 12: 500,000+
BO_REVENUE_2_PUF	BO_REVENUE_2_Y2_PUF	1: 0-99 1: 0-99 2: 100-499 3: 500-999 4: 1,000-4,999 5: 5,000-9,999 6: 10,000-24,999 7: 25,000-49,999 8: 50,000-74,999 9: 75,000-99,999 10: 100,000-249,999 11: 250,000-499,999 12: 500,000+	0: 0 1: 1-99 2: 100-499 3: 500-999 4: 1,000-4,999 5: 5,000-9,999 6: 10,000-24,999 7: 25,000-49,999 8: 50,000-74,999 9: 75,000-99,999 10: 100,000-249,999 11: 250,000+ 11: 250,000+

Appendix D-3: Data Aggregation of Recoding of EPOP:2023 Variables

Race

Original/RUF	Recode for PUF
1: white	1: white
2: black	2: black
3: other	3: other/multi-racial
4: Hispanic	4: Hispanic
5: multi-racial	3: other/multi-racial
6: Asian	3: other/multi-racial

Education

Original	Recode for PUF	Recode for RUF
1: No education	1: high school or less	1: less than high school
2: 1-4 th grade	1: high school or less	1: less than high school
3: 5-6 th grade	1: high school or less	1: less than high school
4: 7 th -8 th grade	1: high school or less	1: less than high school
5: 9 th grade	1: high school or less	1: less than high school
6: 10 th grade	1: high school or less	1: less than high school
7: 11 th grade	1: high school or less	1: less than high school
8: 12 th grade no diploma	1: high school or less	1: less than high school
9: high school	1: high school or less	2: high school degree
10: some college, no degree	2: some college/associates	3: some college
11: Associates	2: some college/associates	4: associates
12: Bachelors	3: bachelors	5: bachelors
13: Masters	4: Graduate degree	6: masters
14: Doctoral/Professional	4: Graduate degree	7: doctoral

Marital Status

Original/RUF	Recode for PUF yr1	Recode PUF yr2
1: Married	1: Married	1: Married/Cohabiting
2: Widowed	2: Widowed	2: Widowed/Divorced/Separated
3: Divorced	3: Divorced/Separated	2: Widowed/Divorced/Separated
4: Separated	3: Divorced/Separated	2: Widowed/Divorced/Separated
5: Single	4: Single	3: Single
6: Cohabiting	5: Cohabiting	1: Married/Cohabiting

Household income

Original	Recode for PUF	Recode for RUF
1: <5,000	1: <25,000	1: <25,000
2: 5,000-9,999	1: <25,000	1: <25,000
3: 10,000-14,999	1: <25,000	1: <25,000
4: 15,000-19,999	1: <25,000	1: <25,000
5: 20,000-24,999	1: <25,000	1: <25,000
6: 25,000-29,999	2: 25,000-49,999	2: 25,000-49,999
7: 30,000-34,999	2: 25,000-49,999	2: 25,000-49,999
8: 35,000-39,999	2: 25,000-49,999	2: 25,000-49,999
9: 40,000-49,999	2: 25,000-49,999	2: 25,000-49,999
10: 50,000-59,999	3: 50,000-74,999	3: 50,000-74,999
11: 60,000-74,999	3: 50,000-74,999	3: 50,000-74,999
12: 75,000-84,999	4: 75,000-99,999	4: 75,000-99,999
13: 85,000-99,999	4: 75,000-99,999	4: 75,000-99,999
14: 100,000-124,999	5: 100,000+	5: 100,000-149,999
15: 125,000-149,999	5: 100,000+	5: 100,000-149,999
16: 150,000-174,999	5: 100,000+	6: 150,000-199,999
17: 175,000-199,999	5: 100,000+	6: 150,000-199,999
18: 200,000+	5: 100,000+	7: 200,000+

DEM_AGE

While the DEM_AGE variable was originally continuous it was recoded to categorical for both the PUF and RUF.

Recode for RUF	Recode for PUF
1: 18-24	1: 18-29
2: 25-29	
3: 30-34	2: 30-39
4: 35-39	
5: 40-44	3: 40-49
6: 45-49	
7: 50-54	4: 50-64
8: 55-59	
9: 60-64	
10: 65-69	5: 65+
11: 70-74	
12: 75+	

DEM_STATE Recoding

For the PUF, US states were recoded into census divisions.

Original	Census Division	Census Region
CT, ME, MA, NH, RI, VT	1: New England	1: Northeast
NJ, NY, PA	2: Mid-Atlantic	
IL, IN, MI, OH, WI	3: East North Central	2: Midwest
IA, KS, MN, MO, NE, ND, SD	4: West North Central	
DE, FL, GA, MD, NC, SC, VA, DC, WV	5: South Atlantic	3: South
AL, KY, MS, TN	6: East South Central	
AR, LA, OK, TX	7: West South Central	
AZ, CO, ID, MT, NV, NM, UT, WY	8: Mountain	4: West
AK, CA, HI, OR, WA	9: Pacific	

DEM_MILITARY

Original/RUF	Recode for PUF
1: Never in military	1: Never in military
2: On active duty for Reserves or National Guard	2: Active duty
3: On active duty now	2: Active duty
4: Veteran	3: Veteran

DEM_CITIZEN

Original		Recode for PUF/RUF
DEM_CITIZEN_1	DEM_CITIZEN_2	DEM_CITIZEN_DRV
1: Born in USA	NA	1: Born in USA
	1: Born in Puerto Rico, Guam, Virgin Island or North Marianas	
2: Born outside of USA	2: Born abroad to US parents	2: US citizen born abroad
	3: Citizen by naturalization	
	4: Not a US citizen	3: Not a US citizen

DEM_HOUSECHILDA, DEM_HOUSECHILDB, & DEM_HOUSECHILDC

The child variables were continuous and recoded into binaries representing the presence of a child in a given age group, wherein:

DEM_HOUSEHCHILDA: under 5

DEM_HOUSEHCHILDB: 5-11

DEM_HOUSEHCHILDC: 12-17

PUF/RUF Recode

0: No child

1: 1+ child(ren)

DEM_NUMCHILD

PUF/RUF Recode

0: No child

1: 1 child

2: 2 children

3: 3+ children

DEM_HOUSEADULT

PUF/RUF Recode

0: No additional adults

1: 1 adults

2: 2 adults

3: 3+ adults

DEM_HOUSENUM

PUF/RUF Recode

0: No additional people

1: 1 people

2: 2 people

3: 3 people

4: 4 people

5: 5+ people

DEM_HOUSEHOLD

The Household variables were continuous and recoded into binaries representing the presence of a certain kind of household member wherein:

- 0: Household does not include this category
- 1: There is ≥ 1 such individual in the household

To further protect the data, similar household types were combined together

Original	Combined for PUF/RUF
DEM_HOUSEHOLD_1: With spouse	DEM_HOUSEHOLD_1: With spouse/partner
DEM_HOUSEHOLD_2: With partner	
DEM_HOUSEHOLD_3: With children (minors)	DEM_HOUSEHOLD_2: With immediate family
DEM_HOUSEHOLD_4: With children (18+)	
DEM_HOUSEHOLD_7: With sibling	
DEM_HOUSEHOLD_8: With parent (<65)	
DEM_HOUSEHOLD_9: With parent (65+)	
DEM_HOUSEHOLD_5: With grandchildren (minors)	DEM_HOUSEHOLD_3: With extended family
DEM_HOUSEHOLD_6: With grandchildren (18+)	
DEM_HOUSEHOLD_10: With other relatives	
DEM_HOUSEHOLD_11: With roommates	DEM_HOUSEHOLD_4: With non-relative
DEM_HOUSEHOLD_12: With other non-relative	

Business-Level Key Variables

BO_EMPLOYEES

For BO_Employees, different binary variables were combined together to reduce detail. The temporary and leased employee categories were combined together, as were the unpaid family member and unpaid non-family employees. These variables were coded as 1 if either of the combined categories previously took a value of 1.

	Original Variables	Combine for PUF/RUF
Full-time	BO_EMPLOYEES_1_1	BO_EMPLOYEES_1_1
Part-time	BO_EMPLOYEES_1_2	BO_EMPLOYEES_1_2
Paid day laborers	BO_EMPLOYEES_1_3	BO_EMPLOYEES_1_3
Temporary staffing	BO_EMPLOYEES_1_4	BO_EMPLOYEES_1_4 (Temporary/ leased)
Leased employees	BO_EMPLOYEES_1_5	BO_EMPLOYEES_1_4 (Temporary/ leased)
Contractors	BO_EMPLOYEES_1_6	BO_EMPLOYEES_1_5

	Original Variables	Combine for PUF/RUF
Unpaid family member	BO_EMPLOYEES_1_7	BO_EMPLOYEES_1_6 (unpaid)
Unpaid non-family	BO_EMPLOYEES_1_8	BO_EMPLOYEES_1_6 (unpaid)
other	BO_EMPLOYEES_1_9	BO_EMPLOYEES_1_7
None	BO_EMPLOYEES_1_10	BO_EMPLOYEES_1_8

BO_NUMEMPLOY_1A-I:

BO_NUMEMPLOY_1_A through BO_NUMEMPLOY_1_I were added together, then recoded as categorical.

Recode for RUF		Recode for PUF	
EPOP:2022	EPOP:2023	EPOP:2022	EPOP:2023
0: 0	0: 0	0: 0	0:0
1: 1	1: 1		
2: 2	2: 2	1: 1-4	1: 1-4
3: 3	3: 3		
4: 4	4: 4		
5: 5	5: 5		
6: 6	6: 6		
7: 7	7: 7	2: 5-9	2: 5-9
8: 8	8: 8		
9: 9	9: 9		
10: 10-14	10: 10-14	3: 10-19	3: 10-19
11: 15-19	11: 15-19		
12: 20-29	12: 20-29	4: 20-49	4: 20-49
13: 30-49	13: 30-49		
14: 50-74	14: 50-74	5: 50-74	5: 50-99
15: 75-99	15: 75-99	6: 75-99	
16: 100-199	16: 100-199	7: 100+	6: 100-199
17: 200+	17: 200-500		7: 200+
	18: 500-1000		
	19:1000+		

BO_STARTBIZ_1

Recode for RUF		Recode for PUF	
EPOP:2022	EPOP:2023	EPOP:2022	EPOP:2023
1: Before 1970	1: Before 1980	1: Before 1980	1: Before 1990
2: 1970-1979			
3: 1980-1989	2: 1980-1989	2: 1980-1989	

Recode for RUF		Recode for PUF	
EPOP:2022	EPOP:2023	EPOP:2022	EPOP:2023
4: 1990-1999	3: 1990-1999	3: 1990-1999	2: 1990-1999
5: 2000-2009	4: 2000-2009	4: 2000-2009	3: 2000-2009
6: 2010	5: 2010		4: 2010-2014
7: 2011	6: 2011		
8: 2012	7: 2012	5: 2010-2014	
9: 2013	8: 2013		
10: 2014	9: 2014		
11: 2015	10: 2015		5: 2015-2016
12: 2016	11: 2016	6: 2015-2016	
13: 2017	12: 2017	7: 2017-2018	6: 2017-2018
14: 2018	13: 2018		
15: 2019	14: 2019	8: 2019	7: 2019
16: 2020	15: 2020	9: 2020	8: 2020
17: 2021	16: 2021	10: 2021	9: 2021
	17:2022		
	18:2023		10: 2022-2023

BO_ONLINE_1

Original/RUF	Recode for PUF
1: Yes, website only	1: Yes, website and/or social media
2: Yes, social media only	1: Yes, website and/or social media
3: Yes, both	1: Yes, website and/or social media
4: No	2: No

BO_INDUSTRY_1

Original/RUF	Recode to PUF
1: Accommodation and Food Services	1: Accommodation and Food Services
2: Administrative, Support, Waste Management, and Recreation	2: Administrative, Support, Waste Management, and Recreation
3: Agriculture, Forestry, Fishing, and Hunting	3: Agriculture, Forestry, Fishing, and Hunting
4: Arts, Entertainment, and Recreation	4: Arts, Entertainment, and Recreation
5: Construction	5: Construction
6: Educational Services	6: Educational Services
7: Finance and Insurance	7: Finance and Insurance
8: Health Care and Social Assistance	8: Health Care and Social Assistance
9: Information (e.g., publishers and telecommunications)	9: Information (e.g., publishers and telecommunications)
11: Manufacturing	10: Manufacturing

13: Other Services (e.g., repair and maintenance services)	11: Other Services (e.g., repair and maintenance services)
14: Professional, Scientific, and Technical Services	12: Professional, Scientific, and Technical Services
16: Real Estate	13: Real Estate
17: Retail	14: Retail
18: Transportation or Warehousing	15: Transportation or Warehousing
20: Wholesale Trade	16: Wholesale Trade
10: Management of Companies and Enterprises	17: Other
12: Mining, Quarrying, and Oil and Gas Extraction	
15: Public Administration	
19: Utilities	

BO_REVENUE_1 & BO_REVENUE_2

BO_REVENUE_1		BO_REVENUE_2	
PUF EPOP:2022	PUF EPOP:2023	PUF EPOP:2022	PUF EPOP:2023
1: 0-99	0: 0 1:1-99	1: 0-99	0: 0 1:1-99
2: 100-499	2: 100-499	2: 100-499	2: 100-499
3: 500-999	3: 500-999	3: 500-999	3: 500-999
4: 1,000-4,999	4: 1,000-4,999	4: 1,000-4,999	4: 1,000-4,999
5: 5,000-9,999	5: 5,000-9,999	5: 5,000-9,999	5: 5,000-9,999
6: 10,000-24,999	6: 10,000-24,999	6: 10,000-24,999	6: 10,000-24,999
7: 25,000-49,999	7: 25,000-49,999	7: 25,000-49,999	7: 25,000-49,999
8: 50,000-74,99	8: 50,000-74,99	8: 50,000-74,99	8: 50,000-74,99
9: 75,000-99,999	9: 75,000-99,999	9: 75,000-99,999	9: 75,000-99,999
10: 100,00-249,999	10: 100,00-249,999	10: 100,00-249,999	10: 100,00-249,999
11: 250,000-499,999	11: 250,000-499,999	11: 250,000-499,999	11: 250,000+
12: 500,000-999,999	12: 500,000+	12: 500,000+	
13: 1,000,000+			

Sensitive Variables

The variables identified as being potentially sensitive/target variables are all continuous in EPOP. Given that many of the PE_CAPITAL_WS and BO_ADDFINANCE_WS variables had small numbers, those with similar sources of revenue were combined together. The combinations are in the tables below. Additionally, the variables were recoded from continuous to categorical. Depending on the distributions the WS variables were recoded into one for recoding schemes also below. Given that categorical variables cannot be added together, totals were created for

both the PE_CAPITAL_WS and BO_ADDFINANCE_WS variables. For PE_CAPITAL_WS_TOTAL it was possible to create a continuous file using rounding and microaggregation as detailed below. For BO_ADDFINANCE_WS_TOTAL, it was coded as categorical for using the first WS recode schema.

Original Variables	Combined for PUF/RUF
PE_CAPITAL_WS1= Personal Savings	PE_CAPITAL_WS1=Personal
PE_CAPITAL_WS2=Personal Assets	
PE_CAPITAL_WS4=Personal Credit Card	PE_CAPITAL_WS2=Credit Card
PE_CAPITAL_WS5=Business Credit Card	
PE_CAPITAL_WS6=Small Local Bank	PE_CAPITAL_WS3=Bank
PE_CAPITAL_WS7=Large National Bank	
PE_CAPITAL_WS8=Financial Services Company	
PE_CAPITAL_WS9=Online Lender	PE_CAPITAL_WS4=Financial Institution
PE_CAPITAL_WS10=Credit Union	
PE_CAPITAL_WS11=Finance Company	
PE_CAPITAL_WS12=Alternative Financial	
PE_CAPITAL_WS14=Institutions (other)	
PE_CAPITAL_WS13=Community Development	PE_CAPITAL_WS5=Crowdfunding/ Community Development
PE_CAPITAL_WS18=Crowdfunding	
PE_CAPITAL_WS15=Business Loan Government	PE_CAPITAL_WS6=Government
PE_CAPITAL_WS19=Government Source	
PE_CAPITAL_WS16=Business Loan Family	PE_CAPITAL_WS7= Business Loan Family
PE_CAPITAL_WS17=Venture Capitalists	PE_CAPITAL_WS8= Venture Capitalists
PE_CAPITAL_WS3=Home Equity Loan	PE_CAPITAL_WS9= Home Equity Loan
PE_CAPITAL_WS20=Private Institution	PE_CAPITAL_WS10=Other
PE_CAPITAL_WS21=Non-Profit	
PE_CAPITAL_WS22=Grant (other)	
PE_CAPITAL_WS23=Other Capital	

Original Variables	Combined for PUF/RUF
BO_ADDFINANCE_WS1= Personal Loan	BO_ADDFINANCE_WS1= Personal
BO_ADDFINANCE_WS2=Personal Credit Card	BO_ADDFINANCE_WS2=Credit Card
BO_ADDFINANCE_WS3=Business Credit Card	
BO_ADDFINANCE_WS4=Local Bank	BO_ADDFINANCE_WS3=Bank
BO_ADDFINANCE_WS5=National Bank	
BO_ADDFINANCE_WS6=Financial Services Company	BO_ADDFINANCE_WS4=Financial Institution

BO_ADDFINANCE_WS7=Online Lender	
BO_ADDFINANCE_WS8=Credit Union	
BO_ADDFINANCE_WS9=Finance Company	
BO_ADDFINANCE_WS10=Alternative Financial	
BO_ADDFINANCE_WS12=Institutions (other)	
BO_ADDFINANCE_WS11=Community Development	BO_ADDFINANCE_WS5=Crowdfunding/Community Development
BO_ADDFINANCE_WS16=Crowdfunding	
BO_ADDFINANCE_WS13=Loan Government	BO_ADDFINANCE_WS6=Government
BO_ADDFINANCE_WS17=Government Source	
BO_ADDFINANCE_WS14=Business Loan Family	BO_ADDFINANCE_WS7= Business Loan Family
BO_ADDFINANCE_WS15=Venture Capitalists	BO_ADDFINANCE_WS8= Venture Capitalists
BO_ADDFINANCE_WS18=Private Institution	
BO_ADDFINANCE_WS19=Non-Profit	BO_ADDFINANCE_WS9=Other
BO_ADDFINANCE_WS20=Grant (other)	
BO_ADDFINANCE_WS21=Other Capital	

PUF	Recode 1	Recode 2	Recode3	Recode 4
PE_CAPITAL_WS	1	2,3,4,9	6,7	5,8,10
BO_ADFINANCE_WS	Total	1,2	3,4,6	5,7,8,9
	0: 0	0: 0	0: 0	0: 0
	1: 1-100	1: 1-100		
	2: 100-499	2: 100-499	1: <1,000	1: <1,000
	3: 500-999	3: 500-999		
	4: 1,000-4,999	4: 1,000-4,999	2: 1,000-9,999	
	5: 5,000-9,999	5: 5,000-9,999		
	6: 10,000-24,999	6: 10,000-24,999	3:10,000-24,999	
	7: 25,000-49,999	7: 25,000-49,999		
	8: 50,000-74,999	8: 50,000-99,99		
	9: 75,000-99,999			2: <1,000+
	10: 100,000-249,999		4: 25,000+	
	11: 250,000-499,999	9: 100,000+		
	12: 500,000+			

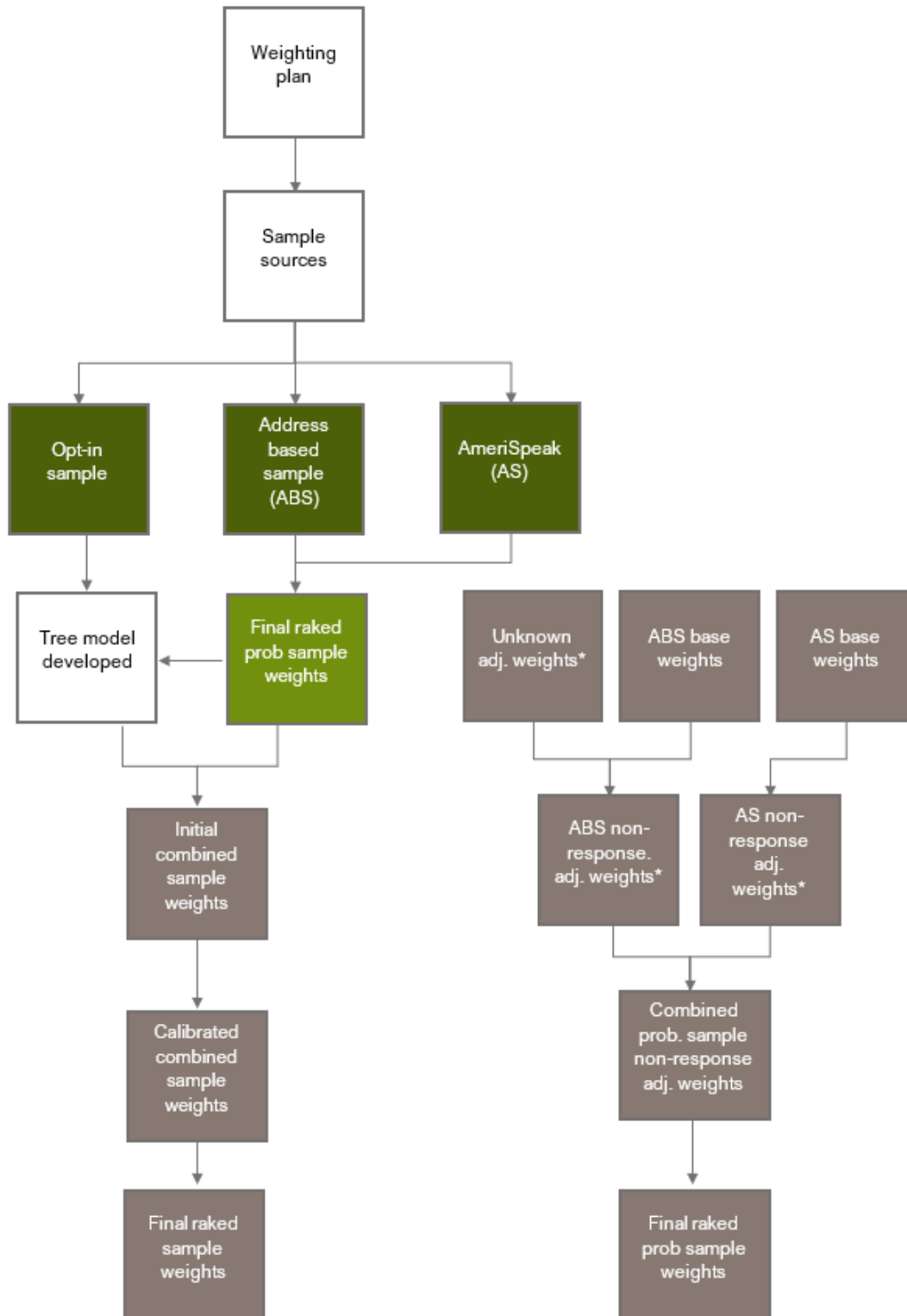
PE_CAPITAL_WS_TOTAL	Rounding for PF
0-199	Round to the nearest 50 th
200-499	Round to the nearest 100 th
500-2,999	Round to the nearest 500 th
3,000-7,499	Round to the nearest 1,000 th
7,500-39,999	Round to the nearest 5,000 th
40,000-99,999	Round to the nearest 10,000 th
100,000-499,999	Round to the nearest 50,000 th
500,000-999,999	Round to the nearest 250,000 th
1,000,000-6,500,000	Round to the nearest 1,000,000 th
>6,500,000	Micro-aggregation by census region

For the RUF, top-coding was used and the values were selected, by being 1 standard deviation away from the mean value. The top-coded values are as follows:

Variable	Top-code values
PE_CAPITAL_WS1	1,000,000
PE_CAPITAL_WS2	500,000
PE_CAPITAL_WS3	1,000,000
PE_CAPITAL_WS4	1,300,000
PE_CAPITAL_WS5	1,700,000
PE_CAPITAL_WS6	500,000
PE_CAPITAL_WS7	1,100,000
PE_CAPITAL_WS8	1,000,000
PE_CAPITAL_WS9	1,200,000
PE_CAPITAL_WS10	1,200,000
BO_ADDFINANCE_WS1	500,000
BO_ADDFINANCE_WS2	700,000
BO_ADDFINANCE_WS3	900,000
BO_ADDFINANCE_WS4	800,000
BO_ADDFINANCE_WS5	400,000
BO_ADDFINANCE_WS6	600,000
BO_ADDFINANCE_WS7	100,000
BO_ADDFINANCE_WS8	900,000
BO_ADDFINANCE_WS9	100,000
BO_REVENUE_1	2,000,000
BO_REVENUE_2	1,300,000

APPENDIX E: SURVEY WEIGHTING

Appendix E-1: EPOP:2023 Weighting Flowchart



APPENDIX F: EPOP:2023 QUESTIONNAIRE

Entrepreneurship in the Population Survey: 2023

Instruction for Data Users and Readers

The EPOP:2023 Survey sample was selected from three frame sources: (1) NORC’s AmeriSpeak Panel, (2) an addressed-based sample (ABS) frame built from the USPS Delivery Sequence (DSF) file; and a non-probability sample from opt-in panels. Samples selected from the AmeriSpeak Panel and the ABS frame are probability samples with explicit stratification and known sample selection probabilities, while the sample selected from opt-in panels is a nonprobability sample with unknown frame coverage and unknown selection probabilities. For efficiency reasons, the ABS and non-probability samples and the AmeriSpeak Panel sample had a different introduction to the survey. The ABS and non-probability sample were provided with an informed consent statement (i.e., agreement to participate) followed by demographic questions (see “ABS/Non-Probability Sample Start”). The AmeriSpeak Panel sample had a modified informed consent statement and skipped the demographic questions (see “AmeriSpeak Panel Sample Start”). After the two starting sections, respondents from all sample types followed the same path through the survey instrument beginning with the “Entrepreneurial Activity Screener” section.

Text that appears in black or red font was displayed to the respondent. Blue or green text shows variable names, skip logic, and instructions for programming the creation of variables and navigation through the instrument. Throughout the survey, Missing and Don’t Know are recorded as -3 and -5, respectively.

EPOP Survey Use and Citation

The full title of the survey is “The Entrepreneurship in the Population Survey” and the abbreviation is EPOP Survey. In referencing a specific year, follow these standards:

- Full title: **The Entrepreneurship in the Population Survey: 2023**
Abbreviation: **EPOP:2023**
Citation: **“Entrepreneurship in the Population (EPOP) Survey Project Questionnaire: 2023.” NORC at the University of Chicago. October 16, 2023. <https://EPOP.norc.org>.**

Researchers are welcome to use some or all of the EPOP Survey questionnaire for other collections. However, we respectfully request you give prior notification to the EPOP Survey researchers at EPOPResearch@norc.org. And subsequently, you give appropriate credit to the NORC EPOP research team by mentioning this source using the citation provided above.

EPOP:2023 QUESTIONNAIRE

ABS/NON-PROBABILITY SAMPLE START

[DISPLAY]

OPTINTRO. (Informed Consent)

Thank you for agreeing to participate in the EPOP Survey!

The EPOP or Entrepreneurship in the Population Survey is trying to understand the attitudes and experiences of people who own businesses or are self-employed; have thought about starting their own business; or used to own a business. This survey is also for people who have never owned a business and never wanted to – we want to hear everyone’s opinions about entrepreneurship in general.

Your responses to this survey are completely confidential – any information you provide will be held in strict confidence. NORC and the Kauffman Foundation (our funder) will use the information you provide for statistical purposes only. Answers to the survey will be kept anonymous and we will not share any of your personal information with anyone.

While we hope you will take the survey, please know your participation in this research is voluntary, and you have the right to stop at any time or skip any question you don’t wish to answer.

We estimate the survey will take 15-20 minutes depending on your past experiences.

Please use the "Continue" button to move forward within the questionnaire. Do not use your browser buttons.

DISPLAY_DEM_BEGIN.

First, we have just a few questions about yourself. This information helps the EPOP researchers understand who is included in the study results.

DEM_AGE.

What is your age?

[NUMBOX, RANGE 18-100, 777, 998, 999]

IF DEM_AGE < 18, SET QUAL = 2 AND GO TO SCR_UNDER18TERM

[SHOW IF DEM_AGE = 777, 998, 999]

DEM_AGE_RANGE.

This information helps the EPOP researchers understand who is included in the study results.

Please select your age range.

RESPONSE OPTIONS

1. Under 18 years
2. 18-24 years
3. 25-29 years
4. 30-39 years
5. 40-49 years
6. 50-59 years
7. 60-64 years
8. 65 years or older

IF DEM_AGE_RANGE = 1, SET QUAL = 2 AND GO TO SCR_UNDER18TERM
IF DEM_AGE_RANGE = 77,98,99, SET QUAL = 2 AND GO TO SCR_NOAGETERM

[SHOW IF DEM_AGE < 18 OR DEM_AGE_RANGE = 1]
SCR_UNDER18TERM.

Thank you for your time today. Unfortunately, you are not eligible for this study. Please ask an adult living in the household to visit voice.norc.org and enter the access code on the postcard or letter we mailed to your address to complete the survey. We appreciate your participation.

[SET QUAL=2 "Not Qualified" and END INTERVIEW, no incentive given]
[REDIRECT TO eposurvey.norc.ORG]

[SHOW IF DEM_AGE_RANGE = 77,98,99]
SCR_NOAGETERM.

Thank you for your time today. Unfortunately, we need to have an answer to your age to be able to proceed. We appreciate your participation.

[SET QUAL=2 "NOT QUALIFIED" and END INTERVIEW, no incentive given]
[REDIRECT TO eposurvey.norc.org]

[SHOW IF PANEL_TYPE=20,21]
DEM_STATE.

In what state do you currently live?

[DROPDOWN LIST OF STATES]

[SHOW IF DEM_STATE = 77,98,99]
SCR_NOSTATETERM.

Thank you for your time today. Unfortunately, you need to provide your state of residence to be eligible for this study. We appreciate your participation.

[SET QUAL=2 "Not Qualified" and END INTERVIEW, no incentive given]
[REDIRECT TO eposurvey.norc.ORG]

[SHOW IF PANEL_TYPE =20,21]
DEM_COUNTY.

In what county do you currently live?

[DROPDOWN LIST OF COUNTIES BASED ON STATE SELECTED IN DEM_STATE:
<https://www.census.gov/geographies/reference-files/2022/demo/popest/2022-fips.html>]

1. I am not sure what county I live in

[SHOW IF DEM_COUNTY = 1, 77,98, 99]
DEM_CITY.

In what city do you currently live?

[TEXTBOX]

[SHOW IF DEM_COUNTY = 1, 77, 98, 99]
[NUMBOX]
DEM_ZIP.

For statistical purposes, please enter your ZIP code.

[00000-99999,777777,999998,999999]

[SHOW IF PANEL_TYPE>19]
DEM_GENDER.

What is your gender identity?

RESPONSE OPTIONS

1. Man
 2. Woman
 3. Non-binary
 4. Prefer to self-describe: [TEXTBOX]
-

[SHOW IF PANEL_TYPE>19]
DEM_HISPANIC.

Are you of Hispanic, Latino, or Spanish origin?

RESPONSE OPTIONS

1. No, not of Hispanic, Latino, or Spanish origin
 2. Yes, Mexican, Mexican American, Chicano
 3. Yes, Puerto Rican
 4. Yes, Cuban
 5. Yes, another Hispanic, Latino, or Spanish origin
-

[SHOW IF PANEL_TYPE>19]
DEM_RACE.

To ensure a representative sample, please indicate your race.

Select all that apply.

RESPONSE OPTIONS

1. White
2. Black or African American
3. American Indian or Alaska Native
4. Asian Indian
5. Chinese
6. Filipino
7. Japanese
8. Korean
9. Vietnamese
10. Other Asian, specify: [TEXTBOX]
11. Native Hawaiian
12. Guamanian or Chamorro
13. Samoan
14. Other Pacific Islander, specify: [TEXTBOX]
15. Some other race, specify: [TEXTBOX]

AMERISPEAK PANEL SAMPLE START

[SHOW IF PANEL_TYPE<20]
[DISPLAY]
WINTRO_1. (Informed Consent)

Thank you for agreeing to participate in the EPOP Survey!

The EPOP or Entrepreneurship in the Population Survey is trying to understand the attitudes and experiences of people who own businesses or are self-employed; have thought about starting their own business; or used to own a business. This survey is also for people who have never owned a business and never wanted to – we want to hear everyone’s opinions about entrepreneurship in general.

Your responses to this survey are completely confidential – any information you provide will be held in strict confidence. NORC and the Kauffman Foundation (our funder) will use the information you provide for statistical purposes only. Answers to the survey will be kept anonymous and we will not share any of your personal information with anyone.

While we hope you will take the survey, please know your participation in this research is voluntary, and you have the right to stop at any time or skip any question you don’t wish to answer.

We estimate the survey will take 15-20 minutes depending on your past experiences.

To thank you for sharing your opinions, we will give you a reward of [INCENTWCOMMA] AmeriPoints after completing the survey.

Please use the "Continue" button to move forward within the questionnaire. Do not use your browser buttons.

ENTREPRENEURIAL ACTIVITY SCREENER

S_JOBSTAT_1.

In the last week, did you work for pay at a job or business?

Working for pay includes being self-employed but not earning income in the last week, freelancers and consultants who work intermittently, active military duty, or on any type of paid or unpaid leave, including vacation.

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF S_JOBSTAT_1 <> 1]

S_JOBSTAT_2.

In the last week, did you do ANY work for pay, even for as little as one hour?

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF S_JOBSTAT_2 <> 1]

S_JOBSTAT_3.

In the last week, did you look for work?

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF S_JOBSTAT_1 <> 1 AND S_JOBSTAT_2 <> 1]

S_JOBSTAT_4.

What were your reasons for not working during the last week?

Select all that apply.

RESPONSE OPTIONS

1. Retired
2. On layoff from a job
3. Student
4. Family responsibilities
5. Chronic illness or permanent disability
6. Suitable job not available
7. Did not need or want to work
8. None of the above

[SHOW IF S_JOBSTAT_4 = 8,77,98,99]
S_JOBSTAT_5.

Were you not working for any of the following reasons during the last week?

Select all that apply.

RESPONSE OPTIONS

1. You were self-employed and not getting paid during this time.
2. You were on vacation from work or traveling while holding a job.
3. You were on paid sick leave, personal leave, or other temporary leave.
4. You were on a job that did not pay but had other benefits.
5. You were on a sabbatical.
6. None of the above

[SHOW IF S_JOBSTAT_1 = 77,98,99 AND S_JOBSTAT_2 = 77,98,99 AND S_JOBSTAT_5 = 6,77,98,99]
S_JOBSTAT_6.

Without your job status, we cannot continue the survey. If you have questions about the Entrepreneurship in the Population Survey, contact us at EPOP@norc.org or 1-866-611-EPOP. Thank you!

To ask you the right questions, it is important to know your job status.

In the last week, did you work for pay at a job or business?

Working for pay includes being self-employed but not earning income in the last week, freelancers and consultants who work intermittently, active military duty, or on any type of paid or unpaid leave, including vacation.

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF S_JOBSTAT_6=77,98,99]

SUSPEND_AS.

Without your job status, we cannot continue the survey. If you would like to provide your job status and continue the survey, please click the 'Previous' button below and select a response for the last question. If you have questions about the Entrepreneurship in the Population Survey, contact us at EPOP@norc.org or 1-866-611-EPOP.

IF R CLICKS CONTINUE BUTTON AND S_JOBSTAT_6=77,98,99, SET QUAL=2 AND GO TO TERMSORRY.

COMPUTE WORKING STATUS

COMPUTE DOV_WORKING (THIS SETS THE CURRENTLY WORKING FLAG TO YES)

```
IF S_JOBSTAT_1 = 1
OR S_JOBSTAT_2 = 1
OR ANY (S_JOBSTAT_5_1 – S_JOBSTAT_5_5 = 1)
OR S_JOBSTAT_6 = 1
ELSE DOV_WORKING = 0.
DOV_WORKING = 1.
```

[SHOW IF DOV_WORKING = 1]

S_JOB_1.

Which one of the following best describes your [main](#) job/work arrangement in the last week?

If you had more than one job or work arrangement, report on the one for which you worked the most hours.

RESPONSE OPTIONS

I AM SELF-EMPLOYED or a BUSINESS OWNER

1. An owner of a business, professional practice, or farm (*excluding consultant, freelancer, and independent contractor work*)
2. A self-employed consultant, freelancer, or independent contractor (*you may receive a Form 1099 or be paid informally off the books*)

I WORK FOR A COMPANY or ORGANIZATION OWNED or RUN BY SOMEONE ELSE

1. A for-profit company or organization
2. A non-profit company or organization

I WORK FOR THE GOVERNMENT

3. A local government (*such as a city, county, school district*)
4. A state government (*including state colleges*)

5. The U.S. military service, active duty, or Commissioned Corps
6. The U.S. government (as a *civilian employee*)
7. A non-U.S. government

[SHOW IF S_JOB_1 = 2,3,4]
S_GIGCHECK_1.

Some people earn money through short, paid tasks or jobs online or in-person that are conducted through companies that coordinate payment for the service. This is sometimes referred to as “gig work.”

Is your main job or work arrangement gig work?

These tasks might include driving for Uber or Lyft, selling goods through Etsy, completing online tasks on Mechanical Turk, providing graphic design, music, or other services via Fiverr or Upwork, or other activities.

[HOVER TEXT ON “other activities”:

- App-based food delivery
- Babysitting, childcare services, dog walking and/or house sitting
- Disabled adult and/or elder care services
- Providing personal services to individuals
- Renting out property, such as your car, your phone, your place of residence, or other items]

RESPONSE OPTIONS

1. Yes
2. No
77. Unsure

[SHOW IF DOV_WORKING = 1]
S_PAIDJOB_1.

In addition to your main job/work arrangement you just described, in the last week did you work for pay at a second job (or business), including part-time, evening, or weekend work?

[HOVER TEXT: If you have multiple jobs in addition to your main job, report on the additional job for which you worked the most hours.]

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF S_PAIDJOB_1 = 1]
S_JOB_2.

Which one of the following best describes your second job/work arrangement over the last week?

RESPONSE OPTIONS

I AM SELF-EMPLOYED or a BUSINESS OWNER

1. An owner of a business, professional practice, or farm (*excluding consultant, freelancer, and independent contractor work*)
2. A self-employed consultant, freelancer, or independent contractor (*you may receive a Form 1099 or be paid informally off the books*)

I WORK FOR A COMPANY or ORGANIZATION OWNED or RUN BY SOMEONE ELSE

1. A for-profit company or organization
2. A non-profit company or organization

I WORK FOR THE GOVERNMENT

3. A local government (*such as a city, county, school district*)
 4. A state government (*including state colleges*)
 5. The U.S. military service, active duty, or Commissioned Corps
 6. The U.S. government (*as a civilian employee*)
 7. A non-U.S. government
-

[SHOW IF S_JOB_2 = 2,3,4]

S_GIGCHECK_2.

Some people earn money through short, paid tasks or jobs online or in-person that are conducted through companies that coordinate payment for the service. This is sometimes referred to as “gig work.”

Is your second job/work arrangement gig work?

These tasks might include driving for Uber or Lyft, selling goods through Etsy, completing online tasks on Mechanical Turk, providing graphic design, music, or other services via Fiverr or Upwork, or other activities.

[HOVER TEXT ON “other activities”:

- App-based food delivery
- Babysitting, childcare services, dog walking and/or house sitting
- Disabled adult and/or elder care services
- Providing personal services to individuals
- Renting out property, such as your car, your phone, your place of residence, or other items]

RESPONSE OPTIONS

1. Yes
 2. No
 77. Unsure
-

[SHOW IF S_JOB_1 = 3,4,5,6,7,8,9,77,98,99,MISSING AND S_JOB_2 = 3,4,5,6,7,8,9,77,98,99,MISSING]

S_FORMBIZ_1.

Have you ever owned a business, professional practice, or farm (*excluding consultant, freelancer, and independent contractor work*)?

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF (S_JOB_1 = 2 AND S_JOB_2=2,3,4,5,6,7,8,9,77,98,99,MISSING) OR (S_JOB_2 = 2 AND S_JOB_1 = 2,3,4,5,6,7,8,9,77,98,99,MISSING)]
S_FORMBIZ_2.

You reported you are currently working as a self-employed consultant, freelancer, or independent contractor.

Outside of this work activity, have you ever owned a business, professional practice, or farm (*excluding consultant, freelancer, and independent contractor work*)?

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF S_JOB_1 = 1 OR S_JOB_2 = 1]
S_ADDBIZ_1.

You reported you currently own [IF S_JOB_1 = 1 & S_JOB_2 = 1: two businesses, professional practices, or farms /ELSE: a business, professional practice, or farm].

Outside of [IF S_JOB_1 = 1 & S_JOB_2 = 1: these businesses /ELSE: this business], do you currently own any other businesses, professional practices, or farms (*excluding consultant, freelancer, and independent contractor work*)?

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF S_ADDBIZ_1 = 1]
S_ADDBIZ_2.

How many total businesses, professional practices, or farms do you own?

RESPONSE OPTIONS

1. 2
2. 3
3. 4
4. 5 or more

[SHOW IF S_JOB_1 = 1 OR S_JOB_2 = 1]
S_ADDBIZ_3.

Outside of the business(es) you currently own, have you ever in the past owned a business, professional practice, or farm that you closed, sold, or left?

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF S_FORMBIZ_1 = 1 OR S_FORMBIZ_2 = 1]

S_FORMBIZ_STAT_1.

Do you still own this business, professional practice, or farm?

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF S_FORMBIZ_STAT_1 = 2 OR S_ADDBIZ_3 = 1]

S_FORMBIZ_STAT_2.

In what year did you close, sell, or leave this business, professional practice, or farm?

If you owned more than one, please provide the year that you most recently closed, sold, or left a business, professional practice, or farm.

[NUMBOX, Range 1920-2023]

[SHOW IF S_FORMBIZ_STAT_2 = 77,98,99]

S_FORMBIZ_STAT_3.

Approximately how long ago did you close, sell, or leave this business, professional practice, or farm?

If you owned more than one, please refer to the business, professional practice, or farm you most recently closed, sold, or left.

RESPONSE OPTIONS

1. Within the last 5 years
 2. 6 to 10 years ago
 3. 11 to 20 years ago
 4. More than 20 years ago
-

[SHOW IF S_JOB_1 = 1,3,4,5,6,7,8,9,77,98,99,MISSING AND S_JOB_2 = 1,3,4,5,6,7,8,9,77,98,99,MISSING]

S_FORMFREE_1.

Have you ever worked for yourself as a consultant, freelancer, or independent contractor either full-time or part-time (*you may have received a Form 1099 or been paid informally off the books*)?

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF S_JOB_1 = 2 OR S_JOB_2 = 2]
S_ADDFREE_1.

You reported you are currently working [IF S_JOB_1 =2 & S_JOB_2 = 2: in two jobs] as a self-employed consultant, freelancer, or independent contractor.

Outside of this work, do you currently work for yourself in any other consultant, freelancer, or independent contractor roles?

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF S_ADDFREE_1 = 1]
S_ADDFREE_2.

How many total consultant, freelancer, or independent contractor jobs do you have?

RESPONSE OPTIONS

1. 2
 2. 3
 3. 4
 4. 5 or more
-

[SHOW IF S_JOB_1 = 2 OR S_JOB_2 = 2]
S_ADDFREE_3.

Outside of your current consultant, freelance, or independent contractor work, did you do any consulting, freelance, or independent contractor work in the past that you no longer do now?

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF S_FORMFREE_1 = 1]
S_FORMFREE_STAT_1.

Are you still working for yourself as a consultant, freelancer, or independent contractor either full-time or part-time?

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF S_FORMFREE_STAT_1 = 2 OR S_ADDFREE_3 = 1]
S_FORMFREE_STAT_2.

In what year did you stop doing this previous work as a consultant, freelancer, or independent contractor?

[NUMBOX, Range 1920-2023]

[SHOW IF S_FORMFREE_STAT_2 = 77,98,99]
S_FORMFREE_STAT_3.

Approximately how long ago did you stop doing this previous work as a consultant, freelancer, or independent contractor?

If you held more than one position, please refer to the consultant, freelancer, or independent contractor role you most recently stopped.

RESPONSE OPTIONS

1. Within the last 5 years
 2. 6 to 10 years ago
 3. 11 to 20 years ago
 4. More than 20 years ago
-

S_NASCENT_1.

Are you, alone or with others, currently trying to start a new business, professional practice, or farm, including any form of self-employment, consulting, freelancing, or independent contracting, or selling any goods or services to others?

RESPONSE OPTIONS

1. Yes
 2. No
-

S_WITHDRAW_1.

[IF DOV_CUR_ENTR = 1: Outside of your current business, have] [ELSE IF DOV_CUR_FREE = 1: Outside of your current consultant, freelance, or independent contractor work, have] [ELSE IF DOV_FORM_ENTR = 1: Since you closed/ended your last business, have] [ELSE IF DOV_FORM_FREE = 1: Since you stopped working for yourself as a consultant, freelancer, or independent contractor, have] [ELSE: Have] you, alone or with others, ever considered starting a new business, professional practice, or farm, including any form of self-employment, consulting, freelancing, or independent contracting, or selling any goods or services to others but decided to wait or change your mind ?

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF DOV_WITHDRAW = 1 AND DOV_CUR_ENTR = 0 AND DOV_FORM_ENTR = 0 AND DOV_CUR_FREE = 0 AND DOV_FORM_FREE = 0 AND DOV_NASCENT = 0] S_INTEREST_2.

How interested were you in starting your own business, professional practice, or farm, or working for yourself as a consultant, freelancer, or independent contractor?

RESPONSE OPTIONS

1. Not at all interested
2. Slightly interested
3. Somewhat interested
4. Very interested
5. Extremely interested

[SHOW IF (S_GIGCHECK_1=2,77,98,99 OR MISSING(S_GIGCHECK_1)) AND (S_GIGCHECK_2=2,77,98,99 OR MISSING(S_GIGCHECK_2))] S_GIGCHECK_3.

Some people earn money through short, paid tasks or jobs online or in-person that are conducted through companies that coordinate payment for the service. This is sometimes referred to as “gig work.”

[IF JOBSTAT_1 = 1 OR JOBSTAT_2 = 1 OR JOBSTAT_5 = 1 OR JOBSTAT_6 = 1: Outside of the forms of employment you have already mentioned, in/ELSE: In] the last 6 months have you been paid for any gig work?

These tasks might include driving for Uber or Lyft, selling goods through Etsy, completing online tasks on Mechanical Turk, providing graphic design, music, or other services via Fiverr or Upwork, or other activities.

[HOVER TEXT ON “other activities”]:

- App-based food delivery
- Babysitting, childcare services, dog walking and/or house sitting
- Disabled adult and/or elder care services
- Providing personal services to individuals
- Renting out property, such as your car, your phone, your place of residence, or other items]

RESPONSE OPTIONS

1. Yes
2. No
77. Unsure

[SHOW IF DOV_CUR_FREE = 1] S_GIGPLATFORM_1.

Is your consulting, freelance, or independent contract work conducted through a company that coordinates payments or relationships with clients?

RESPONSE OPTIONS

1. Yes

-
2. No
 77. Unsure
-

[SHOW IF S_GIGPLATFORM_1 = 1 OR S_GIGCHECK_1 = 1 OR S_GIGCHECK_2 = 1 OR S_GIGCHECK_3 = 1]
S_GIGPLATFORM_2.

Is the company that coordinates payments or relationships with clients for your [IF DOV_CUR_FREE = 1: consulting, freelance, or independent contract/ELSE: gig] work an online app?

RESPONSE OPTIONS

1. Yes
 2. No
 77. Unsure
-

[SHOW IF S_GIGPLATFORM_1 = 1 OR S_GIGCHECK_1 = 1 OR S_GIGCHECK_2 = 1 OR S_GIGCHECK_3 = 1]
S_GIGPLATFORM_3.

What is the name(s) of the company that coordinates payments or relationships with clients for your [IF DOV_CUR_FREE = 1: consulting, freelance, or independent contract/ELSE: gig] work?

[TEXTBOX]

[SHOW IF S_GIGCHECK_1 = 1 OR S_GIGCHECK_2 = 1 OR S_GIGCHECK_3 = 1]
PE_GIGREASON_1.

In the last 6 months, which of the following are the primary reasons why you have engaged in gig work activities?

These activities might include driving for Uber or Lyft, selling goods through Etsy, completing online tasks on Mechanical Turk, providing graphic design, music, or other services via Fiverr or Upwork, or other activities.

[HOVER TEXT ON “other activities”:

- App-based food delivery
- Babysitting, childcare services, dog walking and/or house sitting
- Disabled adult and/or elder care services
- Providing personal services to individuals
- Renting out property, such as your car, your phone, your place of residence, or other items]

Select all that apply.

RESPONSE OPTIONS

1. To earn money as a primary source of income
2. To earn extra money to supplement pay from my current employment, or other regular source of income
3. To earn extra money to supplement my retirement, pension, or disability income

4. To earn extra money to help family or friends
5. To earn extra money while I am working to start my own business
6. To earn extra money while I am making a career transition
7. To maintain existing employment-related skills
8. To acquire new employment-related skills
9. To see what it is like working for myself
10. To have flexibility in my work schedule
11. To network/meet people
12. Just for fun or as a hobby
13. Other reason, specify: [TEXTBOX]

COMPUTE ENTREPRENEURSHIP STATUS

COMPUTE DOV_GIGWORK (SET THE GIG WORKER FLAG)

```
IF S_GIGCHECK_1 = 1 OR S_GIGCHECK_2 = 1 OR S_GIGCHECK_3 = 1
    DOV_GIGWORK = 1.
ELSE DOV_GIGWORK = 0.
```

[DISPLAY DOV_GIGWORK]

COMPUTE DOV_GENPOP (SET THE GENERAL POPULATION FLAG)

```
IF DOV_CUR_ENTR = 0 AND DOV_CUR_FREE = 0
AND DOV_FORM_ENTR = 0 AND DOV_FORM_FREE = 0
AND DOV_NASCENT = 0 AND DOV_WITHDRAW = 0
    DOV_GENPOP = 1.
ELSE DOV_GENPOP = 0.
```

[DISPLAY DOV_GENPOP]

COMPUTE DOV_GROUP

IF DOV_CUR_ENTR = 1	DOV_GROUP = 1 "current business owner"
ELSE IF DOV_CUR_FREE = 1	DOV_GROUP = 2 "current freelancer"
ELSE IF DOV_NASCENT = 1	DOV_GROUP = 3 "nascent entrepreneur"
ELSE IF DOV_FORM_ENTR = 1	DOV_GROUP = 4 "former business owner"
ELSE IF DOV_FORM_FREE = 1	DOV_GROUP = 5 "former freelancer"
ELSE IF DOV_WITHDRAW = 1	DOV_GROUP = 6 "withdrawn entrepreneur"
ELSE IF DOV_GENPOP = 1	DOV_GROUP = 7 "non-entrepreneur"

PROGRAMMING, PLEASE USE THE BELOW TABLE FOR DOV_GROUP ASSIGNMENT

<u>DOV_GROUP ASSIGNMENT</u>	<u>Priority</u>
DOV_CUR_ENTR	1
DOV_CUR_FREE	2
DOV_NASCENT	3
DOV_FORM_ENTR	4
DOV_FORM_FREE	5
DOV_WITHRAW	6
DOV_GENPOP	7

DISPLAY DOV_GROUP

COMPUTE DOV_ACTIVITY

IF DOV_GROUP = 1 OR 4
IF DOV_GROUP = 2 OR 5

DOV_ACTIVITY = 1 “owning your own business”
DOV_ACTIVITY = 2 “working for yourself as a consultant, freelancer or independent contractor”
DOV_ACTIVITY = 3 “working for yourself”

IF DOV_GROUP = 3 OR 6
ELSE DOV_ACTIVITY = “”.

COMPUTE DOV_JOB

IF DOV_GROUP = 1 DOV_JOB = “a current business owner”
IF DOV_GROUP = 2 DOV_JOB = “a current consultant, freelancer, or independent contractor”
IF DOV_GROUP = 3 DOV_JOB = “an aspiring business owner”
IF DOV_GROUP = 4 DOV_JOB = “a former business owner”
IF DOV_GROUP = 5 DOV_JOB = “a former consultant, freelancer, or independent contractor”
IF DOV_GROUP = 6 DOV_JOB = “a former business planner”
IF DOV_GROUP=7 DOV_JOB=GEN POP (NO INSERT TEXT)

PURSUING ENTREPRENEURSHIP - SECTION 1 QUESTIONS

[SHOW IF DOV_GROUP <> 4,5, OR 7]
DISPLAY_PE.

You said that you are [INSERT DOV_JOB]. This first set of questions will focus on the steps you took or have taken to pursue this type of work.

[SHOW IF DOV_GROUP <> 4,5, OR 7]
PE_EMPSTAT_1.

When you first started pursuing the idea of [INSERT DOV_ACTIVITY], what was your employment status?

RESPONSE OPTIONS

1. Employed
 2. Not employed
-

[SHOW IF PE_EMPSTAT_1 = 2]

PE_EMPSTAT_2.

What were your reasons for not working when you first started pursuing the idea of [INSERT DOV_ACTIVITY]?

Select all that apply.

RESPONSE OPTIONS

1. Retired
 2. On layoff from a job
 3. Student
 4. Family responsibilities
 5. Chronic illness or permanent disability
 6. Suitable job not available
 7. Did not need or want to work
 8. None of the above
-

[SHOW IF DOV_GROUP <> 4,5, OR 7]

PE_REASONS_1.

How important to you were each of the following reasons for pursuing [INSERT DOV_ACTIVITY]?

GRID ITEMS

1. Wanted to be my own boss
2. Flexible hours
3. Balance work and family
4. Opportunity for greater income
5. Ability to supplement my income from my job
6. Best avenue for my ideas/goods/services
7. Unable to find employment
8. Did not feel valued by my place of employment
9. Did not feel that there were adequate opportunities to advance in my career
10. Did not feel like I was being paid fairly given my skills in the labor market
11. Working for someone didn't appeal to me
12. Always wanted to start my own business
13. An entrepreneurial friend or family member was a role model
14. Wanted to carry on the family business
15. Wanted to help and/or become more involved in my community

RESPONSE OPTIONS

1. Very important
 2. Somewhat important
 3. Not important
-

[SHOW IF DOV_REASON1>1 AND DOV_GROUP=1, 2, 3]
PE_REASONS_2.

You reported the following were very important reasons for pursuing [INSERT DOV_ACTIVITY].

Of these reasons for pursuing [INSERT DOV_ACTIVITY], which is the most important to you?

Select one.

RESPONSE OPTIONS

1. [SHOW IF PE_REASONS_11 = 1] Wanted to be my own boss
2. [SHOW IF PE_REASONS_12 = 1] Flexible hours
3. [SHOW IF PE_REASONS_13 = 1] Balance work and family
4. [SHOW IF PE_REASONS_14 = 1] Opportunity for greater income
5. [SHOW IF PE_REASONS_15 = 1] Ability to supplement my income from my job
6. [SHOW IF PE_REASONS_16 = 1] Best avenue for my ideas/goods/services
7. [SHOW IF PE_REASONS_17 = 1] Unable to find employment
8. [SHOW IF PE_REASONS_18 = 1] Did not feel valued by my place of employment
9. [SHOW IF PE_REASONS_19 = 1] Did not feel that there were adequate opportunities to advance in my career
10. [SHOW IF PE_REASONS_110 = 1] Did not feel like I was being paid fairly given my skills in the labor market
11. [SHOW IF PE_REASONS_111 = 1] Working for someone didn't appeal to me
12. [SHOW IF PE_REASONS_112 = 1] Always wanted to start my own business
13. [SHOW IF PE_REASONS_113 = 1] An entrepreneurial friend or family member was a role model
14. [SHOW IF PE_REASONS_114 = 1] Wanted to carry on the family business
15. [SHOW IF PE_REASONS_115 = 1] Wanted to help and/or become more involved in my community

[SHOW IF DOV_REASON1>2 AND ANY(PE_REASON_2_1 - PE_REASON_2_15 = 1)]
PE_REASONS_3.

Of the remaining very important reasons for pursuing [INSERT DOV_ACTIVITY], which was the second most important to you?

Select one.

RESPONSE OPTIONS

1. [SHOW IF PE_REASONS_11 = 1] Wanted to be my own boss
2. [SHOW IF PE_REASONS_12 = 1] Flexible hours
3. [SHOW IF PE_REASONS_13 = 1] Balance work and family
4. [SHOW IF PE_REASONS_14 = 1] Opportunity for greater income
5. [SHOW IF PE_REASONS_15 = 1] Ability to supplement my income from my job
6. [SHOW IF PE_REASONS_16 = 1] Best avenue for my ideas/goods/services
7. [SHOW IF PE_REASONS_17 = 1] Unable to find employment
8. [SHOW IF PE_REASONS_18 = 1] Did not feel valued by my place of employment
9. [SHOW IF PE_REASONS_19 = 1] Did not feel that there were adequate opportunities to advance in my career

10. [SHOW IF PE_REASONS_110 = 1] Did not feel like I was being paid fairly given my skills in the labor market
11. [SHOW IF PE_REASONS_111 = 1] Working for someone didn't appeal to me
12. [SHOW IF PE_REASONS_112 = 1] Always wanted to start my own business
13. [SHOW IF PE_REASONS_113 = 1] An entrepreneurial friend or family member was a role model
14. [SHOW IF PE_REASONS_114 = 1] Wanted to carry on the family business
15. [SHOW IF PE_REASONS_115 = 1] Wanted to help and/or become more involved in my community

[SHOW IF DOV_GROUP <> 4,5, OR 7]
ENTR_EXPERIENCE_1.

[IF DOV_GROUP = 1,2: Is your current work as [INSERT DOV_JOB] similar to work you did in prior employment?] [IF DOV_GROUP = 3,6: Is the work related to your [IF DOV_GROUP = 6: former] business idea similar to work you are doing now or in prior employment?]

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF DOV_GROUP <> 4,5, OR 7]
ENTR_EXPERIENCE_2.

[IF DOV_GROUP = 1,2: Before you started [INSERT DOV_ACTIVITY], did you have any prior experience starting and/or operating this same type of business?] [IF DOV_GROUP = 3,6: Do you have any prior experience starting and/or operating a business similar to your [IF DOV_GROUP = 6: former] business idea?]

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF ENTR_EXPERIENCE_2 = 1]
ENTR_EXPERIENCE_3.

[IF DOV_GROUP = 1,2: Before you started [INSERT DOV_ACTIVITY], how many years of experience did you have starting and/or operating this same type of business?] [IF DOV_GROUP = 3,6: How many years of experience do you have starting and/or operating a business similar to your [IF DOV_GROUP = 6: former] business idea?]

RESPONSE OPTIONS

1. 1-4 years
2. 5-9 years
3. 10-14 years
4. 15-19 years
5. 20+ years

PURSUING ENTREPRENEURSHIP - SECTION 2 QUESTIONS

[SHOW IF DOV_GROUP <> 4,5, OR 7]
DISPLAY_PE_STEPS.

The next few questions ask about different steps you may have taken to pursue or develop your business or working for yourself.

[SHOW IF DOV_GROUP <> 4,5, OR 7]
PE_STEPS_1.

Which of the following networking steps did you (or you and your co-developers/collaborators) take to pursue [INSERT DOV_ACTIVITY]?

Select all that apply.

RESPONSE OPTIONS

1. Discussed the idea with a friend, work colleague, classmate, or acquaintance
 2. Discussed the idea with a family member
 3. Identified and worked with a mentor(s)
 4. Networking with experts, colleagues, or acquaintances in the field
 5. None of the above
-

[SHOW IF DOV_GROUP <> 4,5, OR 7]
PE_STEPS_2.

Which of the following technical or market research steps did you (or you and your co-developers/collaborators) take to pursue [INSERT DOV_ACTIVITY]?

Select all that apply.

RESPONSE OPTIONS

1. Consulted established business leaders in the industry on the idea or market
 2. Sought out professional advice (*such as from a lawyer, accountant, or another professional related to the operation of a business*)
 3. Researched the market or considered how potential customers or other firms might respond if you launched the business
 4. Learned about or applied for patents, copyrights, or trademarks to protect the business idea
 5. Made a prototype
 6. Tested the market and/or collected feedback from customers
 7. None of the above
-

[SHOW IF DOV_GROUP <> 4,5, OR 7]
[MP]
PE_STEPS_3.

Which of the following business development steps did you (or you and your co-developers/collaborators) take with business support organizations to pursue [INSERT DOV_ACTIVITY]?

Select all that apply.

RESPONSE OPTIONS

1. Attended trainings, workshops, or webinars relating to starting and operating a business
2. Applied to a support program for new business
3. None of the above

[SHOW IF DOV_GROUP <> 4,5, OR 7]
PE_STEPS_4.

Which of the following business financing steps did you (or you and your co-developers/collaborators) take to pursue [INSERT DOV_ACTIVITY]?

Select all that apply.

RESPONSE OPTIONS

1. Explored financing options with a bank, investors, or grant program
2. Applied for or requested financing with a bank, investors, or a grant program
3. Had conversations with acquaintances, friends, and family about potentially funding the business
4. Put forward my own capital
5. None of the above

[SHOW IF DOV_GROUP <> 4,5, OR 7]
PE_STEPS_5.

Which of the following organizational planning steps did you (or you and your co-developers/collaborators) take to pursue [INSERT DOV_ACTIVITY]?

Select all that apply.

RESPONSE OPTIONS

1. Created spreadsheets, financial models, or other analyses to determine feasibility
2. Created a website for the business
3. Created a social media presence for the business
4. Registered the business for a tax ID
5. Wrote a business plan
6. Created a pitch deck, executive summary, or other promotional materials
7. None of the above

[SHOW IF DOV_GROUP <> 4,5, OR 7]
PE_STEPS_6.

Which of the following staffing and growth steps did you (or you and your co-developers/collaborators) take to pursue [INSERT DOV_ACTIVITY]?

Select all that apply.

RESPONSE OPTIONS

1. Found a first customer or client
2. Made a sale or provided the product/service on a pilot basis
3. Hired an employee (non-cofounder)
4. Quit your job to devote more time to work on launching the business
5. None of the above

[SHOW IF DOV_GROUP <> 4,5, OR 7]
PE_STEPS_7.

Besides the steps already discussed, did you (or you and your co-developers/collaborators) take any other steps to pursue [INSERT DOV_ACTIVITY]?

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF PE_STEPS_7 = 1]
PE_STEPS_8.

What other steps did you (or you and your co-developers/collaborators) take to pursue [INSERT DOV_ACTIVITY]?

[TEXTBOX]

[SHOW IF PE_STEPS_1_5=1 OR PE_STEPS_2_7=1 OR PE_STEPS_3_3=1 OR
PE_STEPS_4_5=1 OR PE_STEPS_5_7=1 OR PE_STEPS_6_5=1]
PE_STEPS_REASONS.

You indicated that you took none of the following types of steps. For each of the following, what is the primary reason that you did not engage in this type of step?

GRID ITEMS

- A. [SHOW IF PE_STEPS_1_5=1] Networking steps
- B. [SHOW IF PE_STEPS_2_7=1] Technical or market research steps
- C. [SHOW IF PE_STEPS_3_3=1] Business development steps
- D. [SHOW IF PE_STEPS_4_5=1] Business financing steps
- E. [SHOW IF PE_STEPS_5_7=1] Organizational planning steps
- F. [SHOW IF PE_STEPS_6_5=1] Staffing and growth steps

RESPONSE OPTIONS

1. I did not think I needed to
2. Not necessary for my type of business
3. I did not know where to start/what to do
4. I did not know who to talk to/which resources to consult

-
5. I did not have any connections to people that could help me
-

PURSuing ENTREPRENEURSHIP - SECTION 3 QUESTIONS

[SHOW IF DOV_GROUP = 3 OR 6]
DISPLAY_CHALLENGES.

Now we want to ask you about some challenges you may or may not have encountered while pursuing [INSERT DOV_ACTIVITY].

[SHOW IF DOV_GROUP = 3 OR 6]
PE_CHALLENGE_1.

Which of the following financial or economic security challenges [IF DOV_GROUP = 3: have you encountered/ELSE: did you encounter] while pursuing [INSERT DOV_ACTIVITY]?

Select all that apply.

RESPONSE OPTIONS

1. Not being able to access and/or afford health insurance
 2. Not having access to other employer-provided benefits (*aside from health care*)
 3. Challenges with personal/family finances while the business is getting started
 4. Not having enough savings for start-up costs
 5. Accessing capital to cover start-up costs
 6. Poor credit score or insufficient credit limit
 7. Limited or no relationship with a bank or financial institution
 8. None of the above
-

[SHOW IF DOV_GROUP =3 or 6]
PE_CHALLENGE_2.

Which of the following business operations challenges [IF DOV_GROUP = 3: have you encountered/ELSE: did you encounter] while pursuing [INSERT DOV_ACTIVITY]?

Select all that apply.

RESPONSE OPTIONS

1. Getting the business licensed/registered
 2. Not knowing where to start
 3. Doing my taxes
 4. Navigating local, state, or federal government regulations
 5. Obtaining any relevant insurance related to the work performed
 6. None of the above
-

[SHOW IF DOV_GROUP = 3 OR 6]

PE_CHALLENGE_3.

Which of the following customer reach challenges [IF DOV_GROUP = 3: have you encountered/ELSE: did you encounter] while pursuing [INSERT DOV_ACTIVITY]?

Select all that apply.

RESPONSE OPTIONS

1. Finding customers
2. Setting up the business' digital/online presence
3. Securing a physical location for the business
4. None of the above

[SHOW IF DOV_GROUP = 3 OR 6]

PE_CHALLENGE_4.

Which of the following resource or support challenges [IF DOV_GROUP = 3: have you encountered/ELSE: did you encounter] while pursuing [INSERT DOV_ACTIVITY]?

Select all that apply.

RESPONSE OPTIONS

1. Finding professional support like lawyers, accountants, or tax professionals
2. Finding support, advice, or finding role models in my network
3. Getting support from my family or friends
4. Getting support from my community
5. Balancing work and family
6. Major life event (such as a new child, own or family medical issue)
7. Finding time to pursue the idea
8. None of the above

[SHOW IF DOV_GROUP = 3 OR 6]

PE_CHALLENGE_5.

Which of the following economy or market challenges [IF DOV_GROUP = 3: have you encountered/ELSE: did you encounter] while pursuing [INSERT DOV_ACTIVITY]?

Select all that apply.

RESPONSE OPTIONS

1. Finding and retaining qualified employees
2. Competing against other/larger businesses
3. Supply chain issues
4. Unfavorable economy
5. None of the above

[SHOW IF DOV_GROUP = 3 OR 6]

PE_CHALLENGE_6.

Besides the challenges already discussed, have you encountered any other challenges while pursuing [INSERT DOV_ACTIVITY]?

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF PE_CHALLENGE_6 = 1]

PE_CHALLENGE_7.

What other challenges have you encountered while pursuing [INSERT DOV_ACTIVITY]?

[TEXTBOX]

PURSUING ENTREPRENEURSHIP - SECTION 4 QUESTIONS

[SHOW IF DOV_GROUP <> 7]

DISPLAY_CAPITAL.

Now we would like to ask you some questions about the different sources and amounts of capital you used to start [INSERT DOV_ACTIVITY]. When entering the dollar amounts for each funding source, please give your best estimate.

[SHOW IF DOV_GROUP <> 7]

PE_CAPITAL_1.

Did you use any of the following sources of capital to cover the costs related to pursuing or starting up your business [IF DOV_GROUP = 3 OR 6: idea]?

Select all that apply.

RESPONSE OPTIONS

1. Personal/family savings of owner(s)
2. Personal/family assets other than savings of owner(s)
3. Personal/family home equity loan
4. Personal credit card(s) carrying balances
5. Business credit card(s) carrying balances
6. Government-guaranteed business loan from a bank or financial institutions, including SBA-guaranteed loans
7. Business loan from a bank or financial institution (including online lenders)
8. Business loan from a federal, state, or local government
9. Business loan/investment from family/friend(s)
10. Investment by venture capitalist(s)/angel investor(s)
11. Crowdfunding (Kickstarter, Indiegogo, etc.)
12. Grants
13. Other capital source(s), specify: [TEXTBOX]

14. None needed

[SHOW IF PE_CAPITAL_1 = 6 OR 7]

PE_CAPITAL_INSTITUTION_1.

Which of the following describe the bank or financial institution from which you received capital?

Select all that apply.

RESPONSE OPTIONS

1. Small local bank
2. Large national bank
3. Financial services company
4. Online lender/fintech lender
5. Credit union
6. Finance company
7. Alternative financial source
8. Community development financial institution (CDFI)
9. Other institution, specify: [TEXTBOX]

[HOVER TEXT on “Financial services company”: Includes nonbanks that provide business financial services (payroll processing, merchant services, accounting, etc.)]

[HOVER TEXT on “Online lender/fintech lender”: Online lenders, also called fintech lenders, are lending institutions that operate solely through a website or app. Examples include Lending Club, OnDeck, CAN Capital, Paypal Working Capital, and Kabbage.]

[HOVER TEXT on “Finance company”: Includes nonbank lenders such as mortgage companies, equipment dealers, insurance companies, and auto finance companies.]

[HOVER TEXT on “Alternative Financial Source”: Examples include payday lender, check cashing, pawn shop, money order/ transmission service, etc.]

[HOVER TEXT on “Community development financial institution (CDFI)”: Community development financial institutions are financial institutions that provide credit and financial services to underserved markets and populations. CDFIs are certified by the CDFI Fund at the US Department of the Treasury.]

[SHOW IF PE_CAPITAL_1 = 12]

PE_GRANT_TYPE_1.

Which of the following describe the source from which you received grant capital?

Select all that apply.

RESPONSE OPTIONS

1. Government source
2. Private institution
3. Non-profit organization

4. Other grant source, specify: [TEXTBOX]

[SHOW IF ANY(PE_CAPITAL_1_1-PE_CAPITAL_1_5=1 OR PE_CAPITAL_INSTITUTION_1_1-PE_CAPITAL_INSTITUTION_1_9=1 OR PE_CAPITAL_1_8-PE_CAPITAL_1_11=1 OR PE_GRANT_TYPE_1_1-PE_GRANT_TYPE_1_4=1 OR PE_CAPITAL_1_13=1)]

PE_CAPITAL_WS.

You reported using the following sources of capital [IF DOV_GROUP = 1, 2, 4, OR 5: to start [INSERT DOV_ACTIVITY]] [IF DOV_GROUP = 3: so far to start up your business idea or working for yourself] [IF DOV_GROUP = 6: when you were trying to start up your business idea or working for yourself]. For each source of capital listed, please type the dollar amount you received from each source. Your best estimate is fine. Please enter in whole dollar amounts.

GRID ITEMS:

CAPITAL SOURCE	AMOUNT RECEIVED
[SHOW IF PE_CAPITAL_1_1 = 1] Personal/family savings of owner(s)	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_CAPITAL_1_2 = 1] Personal/family assets other than savings of owner(s)	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_CAPITAL_1_3 = 1] Personal/family home equity loan	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_CAPITAL_1_4 = 1] Personal credit card(s) carrying balances	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_CAPITAL_1_5 = 1] Business credit card(s) carrying balances	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_CAPITAL_INSTITUTION_1_1 = 1] Small local bank	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_CAPITAL_INSTITUTION_1_2 = 1] Large national bank	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_CAPITAL_INSTITUTION_1_3 = 1] Financial services company	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_CAPITAL_INSTITUTION_1_4 = 1] Online lender/fintech lender	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_CAPITAL_INSTITUTION_1_5 = 1] Credit union	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_CAPITAL_INSTITUTION_1_6 = 1] Finance company	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_CAPITAL_INSTITUTION_1_7 = 1] Alternative financial source	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_CAPITAL_INSTITUTION_1_8 = 1] Community development financial institution (CDFI)	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_CAPITAL_INSTITUTION_1_9 = 1] [INSERT TEXTBOX RESPONSE FROM PE_CAPITAL_INSTITUTION_1_9_OE]	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_CAPITAL_1_8 = 1] Business loan from a federal, state, or local government	[\$[NUMBOX, 0-30000000]] .00 dollars

[SHOW IF PE_CAPITAL_1_9 = 1] Business loan/investment from family/friend(s)	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_CAPITAL_1_10 = 1] Investment by venture capitalist(s)/angel investor(s)	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_CAPITAL_1_11 = 1] Crowdfunding (Kickstarter, Indiegogo, etc.)	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_GRANT_TYPE_1_1 = 1] Government source	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_GRANT_TYPE_1_2 = 1] Private institution	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_GRANT_TYPE_1_3 = 1] Non-profit organization	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_GRANT_TYPE_1_4 = 1] [INSERT TEXTBOX RESPONSE FROM PE_GRANT_TYPE_1_4_OE]	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF PE_CAPITAL_1_13 = 1] [INSERT TEXTBOX RESPONSE FROM PE_CAPITAL_1_13_OE]	[\$[NUMBOX, 0-30000000]] .00 dollars
TOTAL	[\$[COMPUTE TOTAL DOLLAR AMOUNT FROM ALL AMOUNT RECEIVED TEXTBOXES]] .00 dollars

RESPONSE OPTIONS:

[\$[NUMBOX, 0-30000000]] .00 dollars

[SHOW IF PE_CAPITAL_WS_TOTAL IS GREATER THAN \$0 AND AT LEAST ONE ROW PE_CAPITAL_WS <>77777777,999999998,999999999] PE_CAPITAL_CONF.

The reported total amount of capital you received [IF DOV_GROUP = 1, 2, 4, OR 5: to start [INSERT DOV_ACTIVITY]] [IF DOV_GROUP = 3: so far to start up your business idea or working for yourself] [IF DOV_GROUP = 6: when you were trying to start up your business idea or working for yourself] was \$[INSERT PE_CAPITAL_WS_TOTAL]. Does that sound about right?

RESPONSE OPTIONS

1. Yes, the total is about the correct amount of capital I received
2. No, the total is more than the amount of capital I received
3. No, the total is less than the amount of capital I received

[SHOW IF ANY(PE_CAPITAL_1_5-PE_CAPITAL_1_13=1) AND AT LEAST ONE PE_CAPITAL_WS5-PE_CAPITAL_WS23<>0] PE_CAPITAL_2.

Of the sources of capital you used [IF DOV_GROUP = 1, 2, 4, OR 5: to start [INSERT DOV_ACTIVITY]] [IF DOV_GROUP = 3: so far to start up your business idea or working for yourself] [IF DOV_GROUP = 6: when you were trying to start up your business idea or working for yourself], did you receive as much funding as you requested?

GRID ITEMS

- A. [SHOW IF PE_CAPITAL_1_5 = 1 AND PE_CAPITAL_WS5 > 0 AND < 777777777,999999998,999999999] Business credit card(s) carrying balances
- B. [SHOW IF PE_CAPITAL_1_6 = 1 AND SUM(PE_CAPITAL_WS6-PE_CAPITAL_WS14) > 0 AND < 777777777,999999998,999999999] Government-guaranteed business loan from a bank or financial institutions, including SBA-guaranteed loans
- C. [SHOW IF PE_CAPITAL_1_7 = 1 AND SUM(PE_CAPITAL_WS6-PE_CAPITAL_WS14) > 0 AND < 777777777,999999998,999999999] Business loan from a bank or financial institution (including online lenders)
- D. [SHOW IF PE_CAPITAL_1_8 = 1 AND PE_CAPITAL_WS15 > 0 AND < 777777777,999999998,999999999] Business loan from a federal, state, or local government
- E. [SHOW IF PE_CAPITAL_1_9 = 1 AND PE_CAPITAL_WS16 > 0 AND < 777777777,999999998,999999999] Business loan/investment from family/friend(s)
- F. [SHOW IF PE_CAPITAL_1_10 = 1 AND PE_CAPITAL_WS17 > 0 AND < 777777777,999999998,999999999] Investment by venture capitalist(s)/angel investor(s)
- G. [SHOW IF PE_CAPITAL_1_11 = 1 AND PE_CAPITAL_WS18 > 0 AND < 777777777,999999998,999999999] Crowdfunding (Kickstarter, Indiegogo, etc.)
- H. [SHOW IF PE_CAPITAL_1_12 = 1 AND SUM(PE_CAPITAL_WS19-PE_CAPITAL_WS22) > 0 AND < 777777777,999999998,999999999] Grants
- I. [SHOW IF PE_CAPITAL_1_13 = 1 AND PE_CAPITAL_WS23 <> 0] [INSERT TEXTBOX RESPONSE FROM PE_CAPITAL_1_13_OE]

RESPONSE OPTIONS

1. Yes, I received as much (or more) funding as I requested from this source
2. No, I received less funding than I requested from this source

[SHOW IF DOV_GROUP<>7 AND AND PE_CAPITAL_1_14=0 AND ANY(PE_CAPITAL_1_5 – PE_CAPITAL_1_12 = 0) OR ((PE_CAPITAL_WS5=0) OR (SUM(PE_CAPITAL_WS6-PE_CAPITAL_WS14)=0) OR (PE_CAPITAL_WS15=0) OR (PE_CAPITAL_WS16=0) OR (PE_CAPITAL_WS17=0) OR (PE_CAPITAL_WS18=0) OR (SUM(PE_CAPITAL_WS19-PE_CAPITAL_WS22)=0))] PE_CAPITAL_3.

Of the sources of capital you did not use [IF DOV_GROUP = 1, 2, 4, OR 5: to start [INSERT DOV_ACTIVITY]] [IF DOV_GROUP = 3: so far to start up your business idea or working for yourself] [IF DOV_GROUP = 6: when you were trying to start up your business idea or working for yourself], did you request funding but not receive any?

GRID ITEMS

- A. [SHOW IF PE_CAPITAL_1_5 = 0 OR PE_CAPITAL_WS5=0] Business credit card(s) carrying balances
- B. [SHOW IF PE_CAPITAL_1_6 = 0 OR SUM(PE_CAPITAL_WS6 to PE_CAPITAL_WS14)=0] Government-guaranteed business loan from a bank or financial institutions, including SBA-guaranteed loans
- C. [SHOW IF PE_CAPITAL_1_7 = 0 OR SUM(PE_CAPITAL_WS6 to PE_CAPITAL_WS14)=0] Business loan from a bank or financial institution (including online lenders)
- D. [SHOW IF PE_CAPITAL_1_8 = 0 OR PE_CAPITAL_WS15=0] Business loan from a federal, state, or local government

- E. [SHOW IF PE_CAPITAL_1_9 = 0 OR PE_CAPITAL_WS16=0] Business loan/investment from family/friend(s)
- F. [SHOW IF PE_CAPITAL_1_10 = 0 OR PE_CAPITAL_WS17=0] Investment by venture capitalist(s)/angel investor(s)
- G. [SHOW IF PE_CAPITAL_1_11 = 0 OR PE_CAPITAL_WS18=0] Crowdfunding (Kickstarter, Indiegogo, etc.)
- H. [SHOW IF PE_CAPITAL_1_12 = 0 OR SUM(PE_CAPITAL_WS19-PE_CAPITAL_WS22)=0] Grants

RESPONSE OPTIONS

1. Yes, I requested funding from this source but did not receive any
2. No, I did not request funding from this source

[SHOW IF DOV_GROUP <> 7 AND ANY(PE_CAPITAL_3_A-PE_CAPITAL_3_F = 1)]
PE_CAPITAL_4.

What reason(s) were you given as to why you were declined funding?

Select all that apply.

RESPONSE OPTIONS

1. Low or poor credit score
2. Limited credit history
3. History of late/missed payments
4. Age of business
5. Personal background
6. Insufficient collateral
7. Inadequate business plan
8. Business was too risky
9. Business located in an undesirable industry
10. Business located in an undesirable location
11. No or limited pre-existing relationship with the bank
12. I was not given a reason
13. Other (specify): [TEXTBOX]

[SHOW IF DOV_GROUP <> 7 AND (PE_CAPITAL_3_H = 2)]
PE_CAPITAL_5.

You reported not requesting grant funding [IF DOV_GROUP = 1, 2, 4, OR 5: to start [INSERT DOV_ACTIVITY]] [IF DOV_GROUP = 3: so far to start up your business idea or working for yourself] [IF DOV_GROUP = 6: when you were trying to start up your business idea or working for yourself]. Why did you choose not to request grant funding?

Select all that apply.

RESPONSE OPTIONS

1. I did not know about or how to find grant opportunities
2. I or my business did not qualify for the grant
3. I thought it was unlikely I would receive the grant

4. Too difficult to apply for grants
5. It would be difficult to adhere to the grant accounting and reporting requirements
6. The grant/s would only cover a portion of the funding needed
7. Other (specify): [TEXTBOX]

[SHOW IF DOV_GROUP <> 7 AND PE_CAPITAL_3_B = 2 AND PE_CAPITAL_3_C = 2] PE_CAPITAL_6.

You reported not requesting funding from a bank [IF DOV_GROUP = 1, 2, 4, OR 5: to start [INSERT DOV_ACTIVITY]] [IF DOV_GROUP = 3: so far to start up your business idea or working for yourself] [IF DOV_GROUP = 6: when you were trying to start up your business idea or working for yourself]. Why did you choose not to request funding from a bank?

Select all that apply.

RESPONSE OPTIONS

1. Low or poor credit score
2. Lack of relationship with bank/financial institution
3. Did not want to take on debt
4. Expected unfavorable interest rate
5. Expected unfavorable loan repayment terms
6. Expected to be declined
7. Other (specify): [TEXTBOX]

[SHOW IF DOV_GROUP <> 7 AND (PE_CAPITAL_3_A=2 OR PE_CAPITAL_3_D=2 OR PE_CAPITAL_3_E=2 OR PE_CAPITAL_3_F=2 OR PE_CAPITAL_3_G=2)] PE_CAPITAL_7.

You reported not requesting funding from the following [IF COUNT_PECAP3>1: sources /else: source]:

- [SHOW IF PE_CAPITAL_3_A = 2] Business credit card(s) carrying balances
- [SHOW IF PE_CAPITAL_3_D = 2] Business loan from a federal, state, or local government
- [SHOW IF PE_CAPITAL_3_E = 2] Business loan/investment from family/friend(s)
- [SHOW IF PE_CAPITAL_3_F = 2] Investment by venture capitalist(s)/angel investor(s)
- [SHOW IF PE_CAPITAL_3_G = 2] Crowdfunding (Kickstarter, Indiegogo, etc.)

Why did you choose not to request funding from [IF COUNT_PECAP3>1: these sources /else: this source] [IF DOV_GROUP = 1, 2, 4, OR 5: to start [INSERT DOV_ACTIVITY]] [IF DOV_GROUP = 3: so far to start up your business idea or working for yourself] [IF DOV_GROUP = 6: when you were trying to start up your business idea or working for yourself]?

Select all that apply.

RESPONSE OPTIONS

1. Low or poor credit score
2. Lack of relationship with bank/financial institution
3. Did not want to take on debt

4. Expected unfavorable interest rate
5. Expected unfavorable loan repayment terms
6. Expected to be declined
7. Other (specify): [TEXTBOX]

[SHOW IF DOV_GROUP = 6]

PE_STOPREASON_1.

What were the primary factors that contributed to your decision to stop pursuing working for yourself?

Select all that apply.

RESPONSE OPTIONS, RANDOMIZE

1. Lack of financial resources
2. Lack of time
3. Lost focus, interest, and/or motivation or felt burnt out
4. I needed help, but did not know where to go for support
5. Difficulties with partners or investors
6. Family/friends were not supportive
7. I decided it was too risky
8. Major life event (such as a new child, own or family medical issue)
9. I decided to take a new job/enter employment
10. I received a promotion at work
11. I decided to go back to school
12. I needed employer-provided health insurance
13. Other factor, specify: [TEXTBOX]

[SHOW IF DOV_REASON2>1]

PE_STOPREASON_2.

You reported the following contributed to your decision to stop pursuing working for yourself.

Of these reasons for stopping your business pursuit, which was the primary reason?

Select one.

RESPONSE OPTIONS:

1. [SHOW IF PE_STOPREASON_1 = 1] Lack of financial resources
2. [SHOW IF PE_STOPREASON_1 = 2] Lack of time
3. [SHOW IF PE_STOPREASON_1 = 3] Lost focus, interest, and/or motivation or felt burnt out
4. [SHOW IF PE_STOPREASON_1 = 4] I needed help, but did not know where to go for support
5. [SHOW IF PE_STOPREASON_1 = 5] Difficulties with partners or investors
6. [SHOW IF PE_STOPREASON_1 = 6] Family/friends were not supportive
7. [SHOW IF PE_STOPREASON_1 = 7] I decided it was too risky
8. [SHOW IF PE_STOPREASON_1 = 8] Major life event (such as a new child, own or family medical issue)

9. [SHOW IF PE_STOPREASON_1 = 9] I decided to take a new job/enter employment
10. [SHOW IF PE_STOPREASON_1 = 10] I received a promotion at work
11. [SHOW IF PE_STOPREASON_1 = 11] I decided to go back to school
12. [SHOW IF PE_STOPREASON_1 = 12] I needed employer-provided health insurance
13. [SHOW IF PE_STOPREASON_1 = 13] [INSERT TEXT FROM PE_STOPREASON_1_13]

[SHOW IF DOV_REASON2>2 AND ANY(PE_STOPREASON_2_1 - PE_STOPREASON_2_13 = 1)]

PE_STOPREASON_3

Of the remaining reasons for stopping your business pursuit, which was the second most important reason?

Select one.

[DISPLAY IF NOT SELECTED IN PE_STOPREASON_2]

RESPONSE OPTIONS:

1. [SHOW IF PE_STOPREASON_1 = 1] Lack of financial resources
2. [SHOW IF PE_STOPREASON_1 = 2] Lack of time
3. [SHOW IF PE_STOPREASON_1 = 3] Lost focus, interest, and/or motivation or felt burnt out
4. [SHOW IF PE_STOPREASON_1 = 4] I needed help, but did not know where to go for support
5. [SHOW IF PE_STOPREASON_1 = 5] Difficulties with partners or investors
6. [SHOW IF PE_STOPREASON_1 = 6] Family/friends were not supportive
7. [SHOW IF PE_STOPREASON_1 = 7] I decided it was too risky
8. [SHOW IF PE_STOPREASON_1 = 8] Major life event (such as a new child, own or family medical issue)
9. [SHOW IF PE_STOPREASON_1 = 9] I decided to take a new job/enter employment
10. [SHOW IF PE_STOPREASON_1 = 10] I received a promotion at work
11. [SHOW IF PE_STOPREASON_1 = 11] I decided to go back to school
12. [SHOW IF PE_STOPREASON_1 = 12] I needed employer-provided health insurance
13. [SHOW IF PE_STOPREASON_1 = 13] [INSERT TEXT FROM PE_STOPREASON_1_13]

BUSINESS OPERATIONS - SECTION 1 QUESTIONS

[SHOW IF DOV_GROUP = 1,2,4, OR 5]
DISPLAY_BO.

This next set of questions ask more about [INSERT DOV_ACTIVITY] and the day-to-day operations once you were up and running. If you own more than one business, please focus on the business for which you work the most hours.

[IF DOV_GROUP = 4: If you no longer own your own business, please answer these questions in reference to the last year when your business was in operation.]

[IF DOV_GROUP = 5: If you no longer work for yourself as a consultant, freelancer, or independent contractor, please answer these questions in reference to the last year when you were working as such.]

[SHOW IF DOV_GROUP = 1,2,4, OR 5]
BO_STARTBIZ_1.

In what year did you start [INSERT DOV_ACTIVITY]?

[NUMBOX, RANGE 1920-2023]

[SHOW IF DOV_GROUP = 1 OR 4]
BO_ACQOWN_1.

How did you initially acquire ownership of this business?

RESPONSE OPTIONS

1. Founded or started
2. Purchased
3. Inherited
4. Received transfer of ownership or gift

[SHOW IF DOV_GROUP = 1 OR 4]
BO_LEGALSTAT_1.

What [IF DOV_GROUP = 1:is/ELSE,was] this business' legal form of organization?

RESPONSE OPTIONS

1. Sole proprietorship, unincorporated
2. LLC
3. C-Corporation
4. S-Corporation
5. Partnership (*such as a partner in a professional practice*)
6. Non-profit

-
7. Other (such as trusts, estates, cooperatives with undetermined tax status, unregistered or unlicensed businesses, etc.)
-

[SHOW IF DOV_GROUP = 1 OR 4]

BO_BIZTYPE_1.

Would you describe this [IF DOV_GROUP = 1 : current/ELSE: former] business as a/an...

RESPONSE OPTIONS

1. Independent business
 2. Purchase/takeover of an existing business
 3. Franchise
 4. Multi-level marketing initiative
 5. Other business type, specify: [TEXTBOX]
-

[SHOW IF DOV_GROUP = 2 OR 5]

BO_CLIENT_1.

[IF DOV_GROUP = 2:Do/ELSE,Did] you work primarily for one client/organization?

RESPONSE OPTIONS

1. Yes, one primary client
 2. No, multiple clients
-

[SHOW IF DOV_GROUP = 1,2,4, OR 5]

BO_WORKHOME_1.

How would you describe the primary location where you [IF DOV_GROUP = 1 OR 2:work/ELSE: worked] as [INSERT DOV_JOB]?

RESPONSE OPTIONS

1. A residence such as a home or garage
 2. A rented or leased space
 3. Space the business purchased
 4. A site where a client is located
 5. Co-working space
 6. A vehicle
 7. Other work location, specify: [TEXTBOX]
-

[SHOW IF DOV_GROUP <> 7]

BO_BIZEMERGE_1.

[IF DOV_GROUP = 6: Even though you decided not to pursue your business idea, where did your idea for your business originate? /ELSE: Which of the following best describes the origin of your work as [INSERT DOV_JOB]?)

RESPONSE OPTIONS

1. Your [IF DOV_GROUP = 1 OR 2 OR 4 OR 5:previous/ELSE:current] work activity
-

2. A separate business you now own and manage
3. A hobby or recreational pastime
4. Academic, scientific, or applied research
5. An idea from yourself or other member of a start-up team
6. You inherited the business
7. Other origin, specify: [TEXTBOX]

[SHOW IF DOV_GROUP <> 7]

BO_COLLAB_1.

Did you come up with the idea for your business concept on your own, or were you collaborating with other people?

RESPONSE OPTIONS

1. I came up with it on my own
2. I was working with one other person
3. I was working with several other people

[SHOW IF DOV_GROUP = 1,2,4, OR 5]

BO_ADDFINANCE_1.

At any time since you started your work as [INSERT DOV_JOB], did you apply for or use additional financing?

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF BO_ADDFINANCE_1 = 1]

DISPLAY_ADDFINANCE.

Now we would like to ask you some questions about the additional sources and amounts of capital you applied for or used to continue your work as [INSERT DOV_JOB]. Here, we are referring to funding you received after starting your work as [INSERT DOV_JOB]. When entering the dollar amounts for each funding source, please give your best estimate. These amounts should not include startup funding.

[SHOW IF BO_ADDFINANCE_1 = 1]

BO_ADDFINANCE_2.

Did you use any of the following sources of capital for additional financing of your business after start-up?

Select all that apply.

RESPONSE OPTIONS

1. Personal/family home equity loan
2. Personal credit card(s) carrying balances
3. Business credit card(s) carrying balances

4. Government-guaranteed business loan from a bank or financial institutions, including SBA-guaranteed loans
5. Business loan from a bank or financial institution (including online lenders)
6. Business loan from a federal, state, or local government
7. Business loan/investment from family/friend(s)
8. Investment by venture capitalist(s)/angel investor(s)
9. Crowdfunding (Kickstarter, Indiegogo, etc.)
10. Grants
11. Other capital source(s), specify: [TEXTBOX]

[SHOW IF BO_ADDFINANCE_2 = 4 OR 5]
BO_ADDFINANCE_INSTITUTION_1.

Which of the following describe the bank or financial institution from which you received additional capital after start-up?

Select all that apply.

RESPONSE OPTIONS

1. Small local bank
2. Large national bank
3. Financial services company
4. Online lender/fintech lender
5. Credit union
6. Finance company
7. Alternative financial source
8. Community development financial institution (CDFI)
9. Other institution, specify: [TEXTBOX]

[HOVER TEXT on “Financial services company”: Includes nonbanks that provide business financial services (payroll processing, merchant services, accounting, etc.)]

[HOVER TEXT on “Online lender/fintech lender”: Online lenders, also called fintech lenders, are lending institutions that operate solely through a website or app. Examples include Lending Club, OnDeck, CAN Capital, PayPal Working Capital, and Kabbage.]

[HOVER TEXT on “Finance company”: Includes nonbank lenders such as mortgage companies, equipment dealers, insurance companies, and auto finance companies.]

[HOVER TEXT on “Alternative Financial Source”: Examples include payday lender, check cashing, pawn shop, money order/ transmission service, etc.]

[HOVER TEXT on “Community development financial institution (CDFI)”: Community development financial institutions are financial institutions that provide credit and financial services to underserved markets and populations. CDFIs are certified by the CDFI Fund at the US Department of the Treasury.]

[SHOW IF BO_ADDFINANCE_2 = 10]

BO_GRANT_TYPE_1.

Which of the following describe the source from which you received grant capital after start-up?

Select all that apply.

RESPONSE OPTIONS

1. Government source
2. Private institution
3. Non-profit organization
4. Other grant source, specify: [TEXTBOX]

[SHOW IF ANY(BO_ADDFINANCE_2_1-BO_ADDFINANCE_2_3=1 OR BO_ADDFINANCE_INSTITUTION_1_1-BO_ADDFINANCE_INSTITUTION_1_9=1 OR BO_ADDFINANCE_2_6-BO_ADDFINANCE_2_9=1 OR BO_GRANT_TYPE_1_1-BO_GRANT_TYPE_1_4=1 OR BO_ADDFINANCE_2_11=1)]

BO_ADDFINANCE_WS.

You reported receiving the following sources of additional capital to continue your work as [INSERT DOV_JOB]. For each source of capital listed, please [CAWI: type; CATI: tell me] the dollar amount of the additional funding you received from each source. Your best estimate is fine. Please [CAWI: enter; CATI: tell me] in whole dollar amounts.

GRID ITEMS

CAPITAL SOURCE	AMOUNT RECEIVED
[SHOW IF BO_ADDFINANCE_2_1 = 1] Personal/family home equity loan	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF BO_ADDFINANCE_2_2 = 1] Personal credit card(s) carrying balances	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF BO_ADDFINANCE_2_3 = 1] Business credit card(s) carrying balances	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF BO_ADDFINANCE_INSTITUTION_1_1 = 1] Small local bank	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF BO_ADDFINANCE_INSTITUTION_1_2 = 1] Large national bank	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF BO_ADDFINANCE_INSTITUTION_1_3 = 1] Financial services company	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF BO_ADDFINANCE_INSTITUTION_1_4 = 1] Online lender/fintech lender	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF BO_ADDFINANCE_INSTITUTION_1_5 = 1] Credit union	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF BO_ADDFINANCE_INSTITUTION_1_6 = 1] Finance company	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF BO_ADDFINANCE_INSTITUTION_1_7 = 1] Alternative financial source	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF BO_ADDFINANCE_INSTITUTION_1_8 = 1] Community development financial institution (CDFI)	[\$[NUMBOX, 0-30000000]] .00 dollars

[SHOW IF BO_ADDFINANCE_INSTITUTION_1_9 = 1] [INSERT TEXTBOX RESPONSE FROM BO_ADDFINANCE_INSTITUTION_1_9_OE]	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF BO_ADDFINANCE_2_6 = 1] Business loan from a federal, state, or local government	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF BO_ADDFINANCE_2_7 = 1] Business loan/investment from family/friend(s)	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF BO_ADDFINANCE_2_8 = 1] Investment by venture capitalist(s)/angel investor(s)	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF BO_ADDFINANCE_2_9 = 1] Crowdfunding (Kickstarter, Indiegogo, etc.)	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF BO_GRANT_TYPE_1_1 = 1] Government source	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF BO_GRANT_TYPE_1_2 = 1] Private institution	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF BO_GRANT_TYPE_1_3 = 1] Non-profit organization	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF BO_GRANT_TYPE_1_4 = 1] [INSERT TEXTBOX RESPONSE FROM BO_GRANT_TYPE_1_4_OE]	[\$[NUMBOX, 0-30000000]] .00 dollars
[SHOW IF BO_ADDFINANCE_2_11 = 1] [INSERT TEXTBOX RESPONSE FROM BO_ADDFINANCE_2_11_OE]	[\$[NUMBOX, 0-30000000]] .00 dollars
TOTAL	[\$[COMPUTE TOTAL DOLLAR AMOUNT FROM ALL AMOUNT RECEIVED TEXTBOXES]] .00 dollars

RESPONSE OPTIONS:

[\$[NUMBOX, 0-30000000]] .00 dollars

[SHOW IF BO_ADDFINANCE_WS_TOTAL IS GREATER THAN \$0 AND AT LEAST ONE ROW BO_ADDFINANCE_WS <>77777777,999999998,999999999]

BO_ADDFINANCE_CONF.

The reported total amount of additional capital you received after start-up was \$[INSERT BO_ADDFINANCE_WS_TOTAL]. Does that sound about right?

RESPONSE OPTIONS

1. Yes, the total is about the correct amount of additional capital [CAWI: I; CATI: you] received
2. No, the total is more than the amount of additional capital [CAWI: I; CATI: you] received
3. No, the total is less than the amount of additional capital [CAWI: I; CATI: you] received

IF OPTION 2 OR OPTION 3 IS SELECTED, SHOW TEXT BELOW ON SAME PAGE:

Please click continue and re-enter the correct amount of additional capital you received.

IF BO_ADDFINANCE_CONF=2,3, GO BACK TO BO_ADDFINANCE_WS TO ALLOW R TO UPDATE NUMBOX VALUES

[SHOW IF ANY(BO_ADDFINANCE_2_3 – BO_ADDFINANCE_2_11 = 1) AND AT LEAST ONE BO_ADDFINANCE_WS3-BO_ADDFINANCE_WS21<>0]

BO_ADDFINANCE_3.

Of the sources of capital you used for additional financing after start-up, did you receive as much funding as you requested?

GRID ITEMS

- A. [SHOW IF BO_ADDFINANCE_2_3 = 1 AND BO_ADDFINANCE_WS3 > 0 AND < 777777777,999999998,999999999] Business credit card(s) carrying balances
- B. [SHOW IF BO_ADDFINANCE_2_4 = 1 AND SUM(BO_ADDFINANCE_WS4-BO_ADDFINANCE_WS12) > 0 AND < 777777777,999999998,999999999] Government-guaranteed business loan from a bank or financial institutions, including SBA-guaranteed loans
- C. [SHOW IF BO_ADDFINANCE_2_5 = 1 AND SUM(BO_ADDFINANCE_WS4-BO_ADDFINANCE_WS12) > 0 AND < 777777777,999999998,999999999] Business loan from a bank or financial institution (including online lenders)
- D. [SHOW IF BO_ADDFINANCE_2_6 = 1 AND BO_ADDFINANCE_WS13 > 0 AND < 777777777,999999998,999999999] Business loan from a federal, state, or local government
- E. [SHOW IF BO_ADDFINANCE_2_7 = 1 AND BO_ADDFINANCE_WS14 > 0 AND < 777777777,999999998,999999999] Business loan/investment from family/friend(s)
- F. [SHOW IF BO_ADDFINANCE_2_8 = 1 AND BO_ADDFINANCE_WS15 > 0 AND < 777777777,999999998,999999999] Investment by venture capitalist(s)/angel investor(s)
- G. [SHOW IF BO_ADDFINANCE_2_9 = 1 AND BO_ADDFINANCE_WS16 > 0 AND < 777777777,999999998,999999999] Crowdfunding (Kickstarter, Indiegogo, etc.)
- H. [SHOW IF BO_ADDFINANCE_2_10 = 1 AND SUM(BO_ADDFINANCE_WS17-BO_ADDFINANCE_WS20) > 0 AND < 777777777,999999998,999999999] Grants
- I. [SHOW IF BO_ADDFINANCE_2_11 = 1 AND BO_ADDFINANCE_WS21 > 0 AND < 777777777,999999998,999999999] [INSERT TEXTBOX RESPONSE FROM BO_ADDFINANCE_2_11_OE]

RESPONSE OPTIONS

1. Yes, I received as much (or more) funding as I requested from this source
2. No, I received less funding than I requested from this source

[SHOW IF BO_ADDFINANCE_1 = 1 AND (ANY(BO_ADDFINANCE_2_3 – BO_ADDFINANCE_2_10 = 0) OR ((BO_ADDFINANCE_WS3=0) OR (SUM(BO_ADDFINANCE_WS4-BO_ADDFINANCE_WS12)=0) OR (BO_ADDFINANCE_WS13=0) OR (BO_ADDFINANCE_WS14=0) OR (BO_ADDFINANCE_WS15=0) OR (BO_ADDFINANCE_WS16=0) OR (SUM(BO_ADDFINANCE_WS17-BO_ADDFINANCE_WS20)=0))))]

BO_ADDFINANCE_4.

Of the sources of capital you did not use for additional financing after start-up, did you apply for or request funding but not receive any?

GRID ITEMS

- A. [SHOW IF BO_ADDFINANCE_2_3 = 0 OR BO_ADDFINANCE_WS3=0] Business credit card(s) carrying balances
- B. [SHOW IF BO_ADDFINANCE_2_4 = 0 OR SUM(BO_ADDFINANCE_WS4-BO_ADDFINANCE_WS12)=0] Government-guaranteed business loan from a bank or financial institutions, including SBA-guaranteed loans
- C. [SHOW IF BO_ADDFINANCE_2_5 = 0 OR SUM(BO_ADDFINANCE_WS4-BO_ADDFINANCE_WS12)=0] Business loan from a bank or financial institution (including online lenders)
- D. [SHOW IF BO_ADDFINANCE_2_6 = 0 OR BO_ADDFINANCE_WS13=0] Business loan from a federal, state, or local government
- E. [SHOW IF BO_ADDFINANCE_2_7 = 0 OR BO_ADDFINANCE_WS14=0] Business loan/investment from family/friend(s)
- F. [SHOW IF BO_ADDFINANCE_2_8 = 0 OR BO_ADDFINANCE_WS15=0] Investment by venture capitalist(s)/angel investor(s)
- G. [SHOW IF BO_ADDFINANCE_2_9 = 0 OR BO_ADDFINANCE_WS16=0] Crowdfunding (Kickstarter, Indiegogo, etc.)
- H. [SHOW IF BO_ADDFINANCE_2_10 = 0 OR SUM(BO_ADDFINANCE_WS17-BO_ADDFINANCE_WS20)=0] Grants

RESPONSE OPTIONS

1. Yes, I requested funding from this source but did not receive any
2. No, I did not request funding from this source

[SHOW IF ANY(BO_ADDFINANCE_4_A-BO_ADDFINANCE_4_F= 1)]
BO_ADDFINANCE_5.

What reason(s) were you given as to why you were declined funding?

Select all that apply.

RESPONSE OPTIONS

1. Low or poor credit score
2. Limited credit history
3. History of late/missed payments
4. Age of business
5. Personal background
6. Insufficient collateral
7. Inadequate business plan
8. Business was too risky
9. Business located in an undesirable industry
10. Business located in an undesirable location
11. No or limited pre-existing relationship with the bank
12. I was not given a reason
13. Other (specify): [TEXTBOX]

[SHOW IF BO_ADDFINANCE_1 = 1 AND BO_ADDFINANCE_4_H = 2]

BO_ADDFINANCE_6.

You reported not requesting grant funding for additional financing after start-up. Why did you choose not to request grant funding?

Select all that apply.

RESPONSE OPTIONS

1. I did not know about or how to find grant opportunities
2. I or my business did not qualify for the grant
3. I thought it was unlikely I would receive the grant
4. Too difficult to apply for grants
5. It would be difficult to adhere to the grant accounting and reporting requirements
6. The grant/s would only cover a portion of the funding needed
7. Other (specify): [TEXTBOX]

[SHOW IF BO_ADDFINANCE_1 = 1 AND BO_ADDFINANCE_4_B = 2 AND BO_ADDFINANCE_4_C = 2]
BO_ADDFINANCE_7.

You reported not requesting funding from a bank for additional financing after start-up. Why did you choose not to request funding from a bank?

Select all that apply

RESPONSE OPTIONS

1. Low or poor credit score
2. Lack of relationship with bank/financial institution
3. Did not want to take on debt
4. Expected unfavorable interest rate
5. Expected unfavorable loan repayment terms
6. Expected to be declined
7. Other (specify): [TEXTBOX]

[SHOW IF BO_ADDFINANCE_1 = 1 AND (BO_ADDFINANCE_4_A=2 OR BO_ADDFINANCE_4_D=2 OR BO_ADDFINANCE_4_E=2 OR BO_ADDFINANCE_4_F=2 OR BO_ADDFINANCE_4_G=2)]
BO_ADDFINANCE_8.

You reported not requesting funding from the following [IF COUNT_BOFN4>1: sources /else: source]:

- [SHOW IF BO_ADDFINANCE_4_A = 2] Business credit card(s) carrying balances
- [SHOW IF BO_ADDFINANCE_4_D = 2] Business loan from a federal, state, or local government
- [SHOW IF BO_ADDFINANCE_4_E = 2] Business loan/investment from family/friend(s)
- [SHOW IF BO_ADDFINANCE_4_F = 2] Investment by venture capitalist(s)/angel investor(s)
- [SHOW IF BO_ADDFINANCE_4_G = 2] Crowdfunding (Kickstarter, Indiegogo, etc.)

Why did you choose not to request funding from [IF COUNT_BOFN4>1: these sources /else: this source] for additional financing after start-up?

Select all that apply.

RESPONSE OPTIONS

1. Low or poor credit score
2. Lack of relationship with bank/financial institution
3. Did not want to take on debt
4. Expected unfavorable interest rate
5. Expected unfavorable loan repayment terms
6. Expected to be declined
7. Other (specify): [TEXTBOX]

BUSINESS OPERATIONS - SECTION 2 QUESTIONS

[SHOW IF DOV_GROUP = 1,2,4, OR 5]

BO_EMPLOYEES_1.

Which of the following types of workers [IF DOV_GROUP = 1 OR 2:are/ELSE:were] used by your business/self-employment? (Do not include yourself or your co-owners.)

Select all that apply.

RESPONSE OPTIONS

1. Full-time paid employees (workers who received a W-2 from this business)
2. Part-time paid employees (workers who received a W-2 from this business)
3. Paid day laborers
4. Temporary staffing obtained from a temporary help service
5. Leased employees from a leasing service or professional employer organization
6. Contractors, subcontractors, independent contractors, or outside consultants (workers who received a 1099 or payment from another company)
7. Unpaid family members
8. Unpaid non-family members, volunteers, or interns
9. Other worker type, specify: [TEXTBOX]
10. There are no workers other than me in this business

[SHOW IF ANY BO_EMPLOYEES_1_1 THROUGH BO_EMPLOYEES_1_9 SELECTED]

BO_NUMEMPLOY_1.

How many of the following types of workers [IF DOV_GROUP = 1 OR 2: are/ELSE: were] used by your business/self-employment? (Do not include yourself or your co-owners.)

Your best estimate is fine.

GRID ITEMS

- A. [SHOW IF BO_EMPLOYEES_1_1=1] Full-time paid employees (workers who received a W-2 from this business)
- B. [SHOW IF BO_EMPLOYEES_1_2=1] Part-time paid employees (workers who received a W-2 from this business)
- C. [SHOW IF BO_EMPLOYEES_1_3=1] Paid day laborers
- D. [SHOW IF BO_EMPLOYEES_1_4=1] Temporary staffing obtained from a temporary help service
- E. [SHOW IF BO_EMPLOYEES_1_5=1] Leased employees from a leasing service or professional employer organization
- F. [SHOW IF BO_EMPLOYEES_1_6=1] Contractors, subcontractors, independent contractors, or outside consultants (workers who received a 1099 or payment from another company)
- G. [SHOW IF BO_EMPLOYEES_1_7=1] Unpaid family members
- H. [SHOW IF BO_EMPLOYEES_1_8=1] Unpaid non-family members, volunteers, or interns
- I. [SHOW IF BO_EMPLOYEES_1_9=1] [TEXTBOX RESPONSE AT BO_EMPLOYEES_1_9]

RESPONSE OPTIONS

1. Number of workers [NUMBOX, RANGE 0-10,000]

[SHOW IF (DOV_GROUP = 1 OR 2) AND (BO_EMPLOYEES_1_1 = 1 OR BO_EMPLOYEES_1_2 = 1)]
BO_EMPWAGES.

Approximately what percentage of your employees have an hourly wage above \$[INSERT HOURLY LIVING WAGE BASED ON STATE] an hour?

For full-time employees, this would be a yearly salary of \$[INSERT YEARLY LIVING WAGE BASED ON STATE].

RESPONSE OPTIONS

1. 0%
2. 1%-24%
3. 25%-49%
4. 50%-74%
5. 75%-99%
6. 100%

[SHOW IF DOV_GROUP = 1 OR 2]
BO_WEEKSWK_1.

During the past 12 months (52 weeks), how many weeks did you spend managing or working in this business? Include paid time off and weeks when you worked for a few hours.

Your best estimate is fine.

[NUMBOX, RANGE 0-52]

[SHOW IF DOV_GROUP = 1 OR 2]

BO_HOURSWK_1.

In the past year, what was the average number of hours per week you spent managing or working in your business?

Your best estimate is fine.

[NUMBOX, RANGE 0-99]

[SHOW IF DOV_GROUP = 4 OR 5]

BO_WEEKSWK_2.

In the last year [IF DOV_GROUP = 4: of your business/ELSE: working for yourself], how many weeks did you spend managing or working in your [IF DOV_GROUP = 5: freelance or consulting] business? Include paid time off and weeks when you worked for a few hours.

Your best estimate is fine.

[NUMBOX, RANGE 0-52]

[SHOW IF DOV_GROUP = 4 OR 5]

BO_HOURSWK_2.

In the last year [IF DOV_GROUP = 4:of your business/ELSE: working for yourself], what was the average number of hours per week you spent managing or working in your [IF DOV_GROUP = 5:freelance or consulting] business?

Your best estimate is fine.

[NUMBOX, RANGE 0-99]

[SHOW IF DOV_GROUP = 1 OR 4]

BO_EMPBENEFIT_1.

Which of the following employee benefits [IF DOV_GROUP = 1: are/ELSE: were] paid totally or partly by your business?

Select all that apply.

RESPONSE OPTIONS

1. Health insurance
2. Contributions to retirement plans, including 401(k), Keogh, etc.
3. Profit sharing and/or stock options
4. Paid holidays or vacation
5. Paid sick leave
6. Paid parental or family leave
7. Tuition assistance and/or reimbursement
8. Other benefit, specify: [TEXTBOX]

9. None of the above

[SHOW IF DOV_GROUP = 1,2,4,5]

BO_ONLINE_1.

[IF DOV_GROUP = 1 OR 2: Do/ELSE: Did] you have a website and/or social media presence (such as Facebook, Twitter, or Instagram) related to your business?

RESPONSE OPTIONS

1. Yes, website only
 2. Yes, social media only
 3. Yes, both
 4. No
-

[SHOW IF DOV_GROUP = 1,2]

REMOTE_2.

Thinking of your work as [INSERT DOV_JOB], which of the following best describes whether you telecommute or work remotely?

RESPONSE OPTIONS

1. I telecommuted/worked remotely only during the coronavirus pandemic
 2. I telecommute and work in person as needed regardless of the coronavirus pandemic
 3. I always telecommute/work remotely regardless of the coronavirus pandemic
 4. Telecommuting/working remotely does not make sense for my work
-

[SHOW IF DOV_GROUP = 1,2 AND ANY(BO_EMPLOYEES_1_1-BO_EMPLOYEES_1_9 = 1)]

REMOTE_3.

Thinking of your employees, which of the following best describes your firm's current telecommuting or remote work policy?

Telecommuting/working remotely...

RESPONSE OPTIONS

1. Does not make sense for my employees
 2. Is not allowed for my employees
 3. Is allowed for some employees or some portion of the employees' work hours
 4. Is generally allowed and employees decide to work remotely or work in person
 5. Is expected for all employees
-

BUSINESS OPERATIONS - SECTION 3 QUESTIONS

[SHOW IF DOV_GROUP = 1 or 2]

BO_CASH.

How would you describe the current availability of cash on hand for this business, including any financial assistance or loans? Currently, cash on hand will cover:

RESPONSE OPTIONS

1. 1-7 days of business operations
2. 1-2 weeks of business operations
3. 3-4 weeks of business operations
4. 1-2 months of business operations
5. 3 or more months of business operations
6. No cash available for business operations
7. Don't know

[SHOW IF DOV_GROUP = 1 OR 2]

BO_REVENUE_1.

What was the amount of your income or sales and operating revenues, including grants, during 2022 from your work as [INSERT DOV_JOB]?

Your best estimate is fine. Please report whole dollar amounts. If none, report 0.

[\$[NUMBOX, 0-100,000,000] .00 dollars

[SHOW IF DOV_GROUP = 4 OR 5]

BO_REVENUE_2.

What was the amount of your income or sales and operating revenues, including grants, during the last year you ran your former [IF DOV_GROUP = 4:business/ELSE:self-employed business]?

Your best estimate is fine. Please report whole dollar amounts. If none, report 0.

[\$[NUMBOX, 0-100,000,000] .00 dollars

[SHOW IF DOV_GROUP = 1,2]

BUSINESS_INTERRUPTIONS_1.

In the last year, did you have any of the following?

Select all that apply.

RESPONSE OPTIONS

1. Domestic supplier delays
2. Foreign supplier delays
3. Difficulty locating alternative domestic suppliers
4. Difficulty locating alternative foreign suppliers
5. Production delays at this business
6. Delays in delivery/shipping to customers
7. Other (Specify): [TEXTBOX]
8. None of the above

[SHOW IF DOV_GROUP = 1,2]
BUSINESS_COSTS_1.

Comparing now to six months ago, how have the prices this business pays for goods and services changed?

RESPONSE OPTIONS

1. Large increase in prices
 2. Moderate increase in prices
 3. Little or no change in prices
 4. Moderate decrease in prices
 5. Large decrease in prices
-

[SHOW IF DOV_GROUP = 1,2 AND ANY(BO_EMPLOYEES_1_1-BO_EMPLOYEES_1_9 = 1)]
BUSINESS_COSTS_2.

Comparing now to six months ago, how have the salaries this business pays for employees changed?

RESPONSE OPTIONS

1. Large increase in salaries
 2. Moderate increase in salaries
 3. Little or no change in salaries
 4. Moderate decrease in salaries
 5. Large decrease in salaries
-

[SHOW IF DOV_GROUP = 1,2,4, OR 5]
BO_PLMARGIN_1.

[IF DOV_GROUP = 1 OR 2: In 2022/ELSE: During the last year of your business' operation], did you have profits, losses, or break even?

RESPONSE OPTIONS

1. Profits
 2. Losses
 3. Break even
 4. Not applicable (My business started in 2023)
-

[SHOW IF DOV_GROUP = 1 OR 2]
BO_PRIMARYINC_1.

Does your work as [INSERT DOV_JOB] provide your primary source of household income?

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF DOV_GROUP = 4 OR 5]
BO_PRIMARYINC_2.

In the last year of your business' operation, did your work as [INSERT DOV_JOB] provide your primary source of household income?

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF DOV_GROUP = 1 OR 2]
BO_GOALS_1.

What would you say your top goal is for the next five years related to work as [INSERT DOV_JOB]?

RESPONSE OPTIONS

1. Grow the business
2. Maintain the business' current level of operations
3. Scale back the business' operations
4. Exit the business (such as close, sell, or transfer ownership)
5. Other goal, specify: [TEXTBOX]

[SHOW IF DOV_GROUP = 1 OR 2]
BO_GOALS_2.

To what extent do you feel that you have access to the support and resources you need in your community to successfully meet your business' goals?

RESPONSE OPTIONS

1. Not at all
2. Somewhat
3. Moderately
4. Completely

BUSINESS OPERATIONS - SECTION 4 QUESTIONS

[SHOW IF DOV_GROUP = 1,2,4, OR 5]
DISPLAY_BO_CHALLENGES.

Now we want to ask you about some challenges you may or may not have encountered while [INSERT DOV_ACTIVITY].

[SHOW IF DOV_GROUP = 1,2,4, OR 5]
BO_CHALLENGE_1.

Which of the following financial or economic security challenges [IF DOV_GROUP = 1 OR 2: are you currently facing /ELSE: did you face in your last year of operation] [INSERT DOV_ACTIVITY]?)

Select all that apply.

RESPONSE OPTIONS

1. Not being able to access and/or afford health insurance
2. Not having access to other employer-provided benefits (*aside from health care*)
3. Challenges with personal/family finances
4. Accessing capital to cover business operations
5. Making rent/mortgage payments on my business location(s)
6. Decreasing sales
7. Increasing business or operational costs
8. None of the above

[SHOW IF DOV_GROUP = 1,2,4, OR 5]
BO_CHALLENGE_2.

Which of the following business operations challenges [IF DOV_GROUP = 1 OR 2: are you currently facing /ELSE: did you face in your last year of operation] [INSERT DOV_ACTIVITY]?)

Select all that apply.

RESPONSE OPTIONS

1. Maintaining the business' license/registration
2. Doing my taxes
3. Navigating local, state, or federal government regulations
4. None of the above

[SHOW IF DOV_GROUP = 1,2,4, OR 5]
BO_CHALLENGE_3.

Which of the following customer reach challenges [IF DOV_GROUP = 1 OR 2: are you currently facing /ELSE: did you face in your last year of operation] [INSERT DOV_ACTIVITY]?)

Select all that apply.

RESPONSE OPTIONS

1. Finding customers
2. Keeping existing customers
3. Setting up/maintaining the business' digital/online presence
4. Identifying business opportunities in the market
5. None of the above

[SHOW IF DOV_GROUP = 1,2,4, OR 5]
BO_CHALLENGE_4.

Which of the following resource or support challenges [IF DOV_GROUP = 1 OR 2: are you currently facing /ELSE: did you face in your last year of operation] [INSERT DOV_ACTIVITY]?

Select all that apply.

RESPONSE OPTIONS

1. Finding and/or affording professional support like lawyers, accountants, or tax professionals
2. Finding support, advice, or finding role models in my network
3. Getting support from my family or friends
4. Getting support from my community
5. Balancing work and family
6. Feeling burnt out, or losing focus, interest, and/or motivation
7. Major life event (such as a new child, own or family medical issue)
8. Finding time to devote to the business; not enough time
9. Growing my network with like-minded entrepreneurs
10. Accessing educational materials/content related to [INSERT DOV_ACTIVITY]
11. None of the above

[SHOW IF DOV_GROUP = 1,2,4, OR 5]

BO_CHALLENGE_5.

Which of the following economy or market challenges [IF DOV_GROUP = 1 OR 2: are you currently facing /ELSE: did you face in your last year of operation] [INSERT DOV_ACTIVITY]?

Select all that apply.

RESPONSE OPTIONS

1. Finding, affording, and/or retaining qualified employees
2. Competing against other/larger businesses
3. Supply chain issues
4. Decreasing demand for my product or service
5. Unfavorable economy
6. Understanding and navigating administrative and/or regulatory requirements related to hiring employees
7. None of the above

[SHOW IF DOV_GROUP = 1,2,4, OR 5]

BO_CHALLENGE_6.

Besides the challenges already discussed, [IF DOV_GROUP = 1 OR 2: are you currently facing any other challenges /ELSE: did you face any other challenges in your last year of operation] [INSERT DOV_ACTIVITY]?

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF BO_CHALLENGE_6 = 1]
BO_CHALLENGE_7.

What other challenges [IF DOV_GROUP = 1 OR 2: are you currently facing /ELSE: did you face in your last year of operation] [INSERT DOV_ACTIVITY]?

[TEXTBOX]

[SHOW IF ANY(BO_CHALLENGE_1_1 - BO_CHALLENGE_1_7=1) OR ANY(BO_CHALLENGE_2_1 - BO_CHALLENGE_2_3=1) OR ANY(BO_CHALLENGE_3_1 - BO_CHALLENGE_3_4=1) OR ANY(BO_CHALLENGE_4_1 - BO_CHALLENGE_4_10=1) OR ANY(BO_CHALLENGE_5_1 - BO_CHALLENGE_5_6=1)]

BO_CHALLENGE_ADDRESS1.

Among the challenges you reported, did you take any of the following actions to obtain support or help?

Select all that apply.

You reported the following challenges:

- [SHOW IF BO_CHALLENGE_1_1 = 1] Not being able to access and/or afford health insurance
- [SHOW IF BO_CHALLENGE_1_2 = 1] Not having access to other employer-provided benefits (*aside from health care*)
- [SHOW IF BO_CHALLENGE_1_3 = 1] Challenges with personal/family finances
- [SHOW IF BO_CHALLENGE_1_4 = 1] Accessing capital to cover business operations
- [SHOW IF BO_CHALLENGE_1_5 = 1] Making rent/mortgage payments on my business location(s)
- [SHOW IF BO_CHALLENGE_1_6 = 1] Decreasing sales
- [SHOW IF BO_CHALLENGE_1_7 = 1] Increasing business or operational costs
- [SHOW IF BO_CHALLENGE_2_1 = 1] Maintaining the business' license/registration
- [SHOW IF BO_CHALLENGE_2_2 = 1] Doing my taxes
- [SHOW IF BO_CHALLENGE_2_3 = 1] Navigating local, state, or federal government regulations
- [SHOW IF BO_CHALLENGE_3_1 = 1] Finding customers
- [SHOW IF BO_CHALLENGE_3_2 = 1] Keeping existing customers
- [SHOW IF BO_CHALLENGE_3_3 = 1] Setting up/maintaining the business' digital/online presence
- [SHOW IF BO_CHALLENGE_3_4 = 1] Identifying business opportunities in the market
- [SHOW IF BO_CHALLENGE_4_1 = 1] Finding and/or affording professional support like lawyers, accountants, or tax professionals
- [SHOW IF BO_CHALLENGE_4_2 = 1] Finding support, advice, or finding role models in my network
- [SHOW IF BO_CHALLENGE_4_3 = 1] Getting support from my family or friends
- [SHOW IF BO_CHALLENGE_4_4 = 1] Getting support from my community
- [SHOW IF BO_CHALLENGE_4_5 = 1] Balancing work and family

- [SHOW IF BO_CHALLENGE_4_6 = 1] Feeling burnt out, or losing focus, interest, and/or motivation
- [SHOW IF BO_CHALLENGE_4_7 = 1] Major life event (such as a new child, own or family medical issue)
- [SHOW IF BO_CHALLENGE_4_8 = 1] Finding time to devote to the business
- [SHOW IF BO_CHALLENGE_4_9 = 1] Growing my network with like-minded entrepreneurs
- [SHOW IF BO_CHALLENGE_4_10 = 1] Accessing educational materials/content related to [INSERT DOV_ACTIVITY]
- [SHOW IF BO_CHALLENGE_5_1 = 1] Finding, affording, and/or retaining qualified employees
- [SHOW IF BO_CHALLENGE_5_2 = 1] Competing against other/larger businesses
- [SHOW IF BO_CHALLENGE_5_3 = 1] Supply chain issues
- [SHOW IF BO_CHALLENGE_5_4 = 1] Decreasing demand for my product or service
- [SHOW IF BO_CHALLENGE_5_5 = 1] Unfavorable economy
- [SHOW IF BO_CHALLENGE_5_6 = 1] Understanding and navigating administrative and/or regulatory requirements related to hiring employees

RESPONSE OPTIONS

1. Spoke with a friend or family member
2. Worked with a mentor
3. Consulted with industry experts
4. Sought out professional advice from a lawyer, accountant, marketing consultant or other business service provider
5. Attended trainings or workshops on relevant topics
6. Applied to a business support program
7. Other (specify): [TEXTBOX]
8. None of the above

[SHOW IF ((DOV_GROUP = 4 OR 5) AND ANY(BO_CHALLENGE_1_1 - BO_CHALLENGE_1_7 SELECTED) OR (ANY(BO_CHALLENGE_2_1 - BO_CHALLENGE_2_3=1)) OR (ANY(BO_CHALLENGE_3_1 - BO_CHALLENGE_3_4=1) OR ANY(BO_CHALLENGE_4_1 - BO_CHALLENGE_4_10=1)) OR ANY(BO_CHALLENGE_5_1 - BO_CHALLENGE_5_6=1))]

BO_CHALLENGE_END.

Among the challenges you reported, which, if any, of these were among the primary reasons you closed your business or stopped working for yourself as a freelancer, consultant, or independent contractor?

GRID ITEMS

- A. [SHOW IF BO_CHALLENGE_1_1 = 1] Not being able to access and/or afford health insurance
- B. [SHOW IF BO_CHALLENGE_1_2 = 1] Not having access to other employer-provided benefits (*aside from health care*)
- C. [SHOW IF BO_CHALLENGE_1_3 = 1] Challenges with personal/family finances
- D. [SHOW IF BO_CHALLENGE_1_4 = 1] Accessing capital to cover business operations

- E. [SHOW IF BO_CHALLENGE_1_5 = 1] Making rent/mortgage payments on my business location(s)
- F. [SHOW IF BO_CHALLENGE_1_6 = 1] Decreasing sales
- G. [SHOW IF BO_CHALLENGE_1_7 = 1] Increasing business or operational costs
- H. [SHOW IF BO_CHALLENGE_2_1 = 1] Maintaining the business' license/registration
- I. [SHOW IF BO_CHALLENGE_2_2 = 1] Doing my taxes
- J. [SHOW IF BO_CHALLENGE_2_3 = 1] Navigating local, state, or federal government regulations
- K. [SHOW IF BO_CHALLENGE_3_1 = 1] Finding customers
- L. [SHOW IF BO_CHALLENGE_3_2 = 1] Keeping existing customers
- M. [SHOW IF BO_CHALLENGE_3_3 = 1] Setting up/maintaining the business' digital/online presence
- N. [SHOW IF BO_CHALLENGE_3_4 = 1] Identifying business opportunities in the market
- O. [SHOW IF BO_CHALLENGE_4_1 = 1] Finding and/or affording professional support like lawyers, accountants, or tax professionals
- P. [SHOW IF BO_CHALLENGE_4_2 = 1] Finding support, advice, or finding role models in my network
- Q. [SHOW IF BO_CHALLENGE_4_3 = 1] Getting support from my family or friends
- R. [SHOW IF BO_CHALLENGE_4_4 = 1] Getting support from my community
- S. [SHOW IF BO_CHALLENGE_4_5 = 1] Balancing work and family
- T. [SHOW IF BO_CHALLENGE_4_6 = 1] Feeling burnt out, or losing focus, interest, and/or motivation
- U. [SHOW IF BO_CHALLENGE_4_7 = 1] Major life event (such as a new child, own or family medical issue)
- V. [SHOW IF BO_CHALLENGE_4_8 = 1] Finding time to devote to the business
- W. [SHOW IF BO_CHALLENGE_4_9 = 1] Growing my network with like-minded entrepreneurs
- X. [SHOW IF BO_CHALLENGE_4_10 = 1] Accessing educational materials/content related to [INSERT DOV_ACTIVITY]
- Y. [SHOW IF BO_CHALLENGE_5_1 = 1] Finding, affording, and/or retaining qualified employees
- Z. [SHOW IF BO_CHALLENGE_5_2 = 1] Competing against other/larger businesses
- AA. [SHOW IF BO_CHALLENGE_5_3 = 1] Supply chain issues
- BB. [SHOW IF BO_CHALLENGE_5_4 = 1] Decreasing demand for my product or service
- CC. [SHOW IF BO_CHALLENGE_5_5 = 1] Unfavorable economy
- DD. [SHOW IF BO_CHALLENGE_5_6 = 1] Understanding and navigating administrative and/or regulatory requirements related to hiring employees

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF DOV_REASON3>1 AND DOV_GROUP = 4, 5]
BO_REASONS_1.

You reported the following reasons for closing your business or stopping working for yourself as a consultant, freelancer, or independent contractor.

Of these reasons for closing your business or stopping working for yourself, which was the primary reason?

Select one.

RESPONSE OPTIONS

1. [SHOW IF BO_CHALLENGE_ENDA = 1] Not being able to access and/or afford health insurance
2. [SHOW IF BO_CHALLENGE_ENDB = 1] Not having access to other employer-provided benefits (*aside from health care*)
3. [SHOW IF BO_CHALLENGE_ENDC = 1] Challenges with personal/family finances
4. [SHOW IF BO_CHALLENGE_ENDD = 1] Accessing capital to cover business operations
5. [SHOW IF BO_CHALLENGE_ENDE = 1] Making rent/mortgage payments on my business location(s)
6. [SHOW IF BO_CHALLENGE_ENDF = 1] Decreasing sales
7. [SHOW IF BO_CHALLENGE_ENDG = 1] Increasing business or operational costs
8. [SHOW IF BO_CHALLENGE_ENDH = 1] Maintaining the business' license/registration
9. [SHOW IF BO_CHALLENGE_ENDI = 1] Doing my taxes
10. [SHOW IF BO_CHALLENGE_ENDJ = 1] Navigating local, state, or federal government regulations
11. [SHOW IF BO_CHALLENGE_ENDK = 1] Finding customers
12. [SHOW IF BO_CHALLENGE_ENDL = 1] Keeping existing customers
13. [SHOW IF BO_CHALLENGE_ENDM = 1] Setting up/maintaining the business' digital/online presence
14. [SHOW IF BO_CHALLENGE_ENDN = 1] Identifying business opportunities in the market
15. [SHOW IF BO_CHALLENGE_ENDO = 1] Finding and/or affording professional support like lawyers, accountants, or tax professionals
16. [SHOW IF BO_CHALLENGE_ENDP = 1] Finding support, advice, or finding role models in my network
17. [SHOW IF BO_CHALLENGE_ENDQ = 1] Getting support from my family or friends
18. [SHOW IF BO_CHALLENGE_ENDR = 1] Getting support from my community
19. [SHOW IF BO_CHALLENGE_ENDS = 1] Balancing work and family
20. [SHOW IF BO_CHALLENGE_ENDT = 1] Feeling burnt out, or losing focus, interest, and/or motivation
21. [SHOW IF BO_CHALLENGE_ENDU = 1] Major life event (such as a new child, own or family medical issue)
22. [SHOW IF BO_CHALLENGE_ENDV = 1] Finding time to devote to the business
23. [SHOW IF BO_CHALLENGE_ENDW = 1] Growing my network with like-minded entrepreneurs
24. [SHOW IF BO_CHALLENGE_ENDX = 1] Accessing educational materials/content related to [INSERT DOV_ACTIVITY]
25. [SHOW IF BO_CHALLENGE_ENDY = 1] Finding, affording, and/or retaining qualified employees
26. [SHOW IF BO_CHALLENGE_ENDZ = 1] Competing against other/larger businesses
27. [SHOW IF BO_CHALLENGE_ENDAA = 1] Supply chain issues
28. [SHOW IF BO_CHALLENGE_ENDBB = 1] Decreasing demand for my product or service
29. [SHOW IF BO_CHALLENGE_ENDCC = 1] Unfavorable economy
30. [SHOW IF BO_CHALLENGE_ENDDD = 1] Understanding and navigating administrative and/or regulatory requirements related to hiring employees

[SHOW IF DOV_REASON3>2 AND ANY(BO_REASONS_1_1 – BO_REASONS_1_30 = 1)
AND DOV_GROUP = 4, 5]
BO_REASONS_2.

Of the remaining reasons for closing your business or stopping working for yourself as a consultant, freelancer, or independent contractor, which was the second most important reason?

Select one.

RESPONSE OPTIONS

1. [SHOW IF BO_CHALLENGE_ENDA = 1] Not being able to access and/or afford health insurance
2. [SHOW IF BO_CHALLENGE_ENDB = 1] Not having access to other employer-provided benefits (*aside from health care*)
3. [SHOW IF BO_CHALLENGE_ENDC = 1] Challenges with personal/family finances
4. [SHOW IF BO_CHALLENGE_ENDD = 1] Accessing capital to cover business operations
5. [SHOW IF BO_CHALLENGE_ENDE = 1] Making rent/mortgage payments on my business location(s)
6. [SHOW IF BO_CHALLENGE_ENDF = 1] Decreasing sales
7. [SHOW IF BO_CHALLENGE_ENDG = 1] Increasing business or operational costs
8. [SHOW IF BO_CHALLENGE_ENDH = 1] Maintaining the business' license/registration
9. [SHOW IF BO_CHALLENGE_ENDI = 1] Doing my taxes
10. [SHOW IF BO_CHALLENGE_ENDJ = 1] Navigating local, state, or federal government regulations
11. [SHOW IF BO_CHALLENGE_ENDK = 1] Finding customers
12. [SHOW IF BO_CHALLENGE_ENDL = 1] Keeping existing customers
13. [SHOW IF BO_CHALLENGE_ENDM = 1] Setting up/maintaining the business' digital/online presence
14. [SHOW IF BO_CHALLENGE_ENDN = 1] Identifying business opportunities in the market
15. [SHOW IF BO_CHALLENGE_ENDO = 1] Finding and/or affording professional support like lawyers, accountants, or tax professionals
16. [SHOW IF BO_CHALLENGE_ENDP = 1] Finding support, advice, or finding role models in my network
17. [SHOW IF BO_CHALLENGE_ENDQ = 1] Getting support from my family or friends
18. [SHOW IF BO_CHALLENGE_ENDR = 1] Getting support from my community
19. [SHOW IF BO_CHALLENGE_ENDS = 1] Balancing work and family
20. [SHOW IF BO_CHALLENGE_ENDT = 1] Feeling burnt out, or losing focus, interest, and/or motivation
21. [SHOW IF BO_CHALLENGE_ENDU = 1] Major life event (such as a new child, own or family medical issue)
22. [SHOW IF BO_CHALLENGE_ENDV = 1] Finding time to devote to the business
23. [SHOW IF BO_CHALLENGE_ENDW = 1] Growing my network with like-minded entrepreneurs
24. [SHOW IF BO_CHALLENGE_ENDX = 1] Accessing educational materials/content related to [INSERT DOV_ACTIVITY]
25. [SHOW IF BO_CHALLENGE_ENDY = 1] Finding, affording, and/or retaining qualified employees

26. [SHOW IF BO_CHALLENGE_ENDZ = 1] Competing against other/larger businesses
 27. [SHOW IF BO_CHALLENGE_ENDAA = 1] Supply chain issues
 28. [SHOW IF BO_CHALLENGE_ENDBB = 1] Decreasing demand for my product or service
 29. [SHOW IF BO_CHALLENGE_ENDCC = 1] Unfavorable economy
 30. [SHOW IF BO_CHALLENGE_ENDDD = 1] Understanding and navigating administrative and/or regulatory requirements related to hiring employees
-

BUSINESS OPERATIONS - SECTION 5 QUESTIONS

[SHOW IF DOV_GROUP = 1 OR 2]
DISPLAY_BO_POSTPLANS.

Now we want to ask you some questions about what you did or what you plan to do after you finish [INSERT DOV_ACTIVITY].

[SHOW IF DOV_GROUP = 1 OR 2]
BO_LENGTH_1.

How long do you see yourself [INSERT DOV_ACTIVITY]?

RESPONSE OPTIONS

1. Less than a year longer
 2. 1 to 2 years longer
 3. 3 to 4 years longer
 4. 5 to 9 years longer
 5. 10 or more years longer
-

[SHOW IF DOV_GROUP = 1 OR 2]
BO_POSTPLANS_1.

What are your plans for after you finish [INSERT DOV_ACTIVITY]?

RESPONSE OPTIONS

1. Continue to work at another job in which I am currently employed
 2. Take a new job/enter employment
 3. Start another business
 4. Retire
 5. Go back to school
 6. Take a break from work
 7. Provide care for children and/or family/friends in need of care
 8. Other (Specify) [TEXTBOX]
-

[SHOW IF DOV_GROUP = 4 OR 5]
BO_POSTPLANS_2.

What did you do immediately after you finished [INSERT DOV_ACTIVITY]?

RESPONSE OPTIONS

1. Continue to work at another job in which I am currently employed
2. Took a new job/enter employment
3. Started another business
4. Retired
5. Went back to school
6. Took a break from work
7. Provided care for children and/or family/friends in need of care
8. Other (Specify) [TEXTBOX]

[SHOW IF DOV_GROUP = 1,2,4, OR 5]

BO_NUMPREVBIZ_1.

Prior to establishing, purchasing, or acquiring this business/self-employment, how many previous businesses have you owned?

RESPONSE OPTIONS

1. 0
2. 1
3. 2
4. 3
5. 4
6. 5 or more

[SHOW IF DOV_GROUP = 4 OR 5]

BO_EXITSTRAT_1.

Which of the following best characterizes how you closed or ended your business or stopped working for yourself as a freelancer, consultant, or independent contractor?

RESPONSE OPTIONS

1. Sold your business at a loss
2. Sold your business at more or less break even
3. Sold your business at a profit
4. Bankruptcy or liquidation
5. Transferred business to a family member
6. Did not complete any forms/paperwork, just stopped working or taking work
7. Transferred business to a non-family member
8. Converted the business to an employee ownership model
9. Other, specify: [TEXTBOX]

[SHOW IF DOV_GROUP = 1,2,3,4,5,6]

BO_INDUSTRY_1.

[DISPLAY FOR DOV_GROUP = 1, 2, 4, OR 5: What industry best classifies your job as [INSERT DOV_JOB]?

[DISPLAY FOR DOV_GROUP = 3 or 6: What industry best classifies your business idea?]

RESPONSE OPTIONS

1. Accommodation and Food Services
[HOVER TEXT FOR RESPONSE OPTION 1:
 - Traveler Accommodation
 - RV Parks and Recreational Camps
 - Rooming and Boarding Houses, Dormitories, and Workers' Camps
 - Special Food Services
 - Drinking Places (Alcoholic Beverages)
 - Restaurants and Other Eating Places]
2. Administrative and Support and Waste Management and Remediation Services
[HOVER TEXT FOR RESPONSE OPTION 2:
 - Office Administrative Services
 - Facilities Support Services
 - Employment Services
 - Business Support Services
 - Travel Arrangement and Reservation Services
 - Investigation and Security Services
 - Services to Buildings and Dwellings
 - Waste Collection
 - Waste Treatment and Disposal
 - Remediation and Other Waste Management Services]
3. Agriculture, Forestry, Fishing and Hunting
4. Arts, Entertainment, and Recreation
[HOVER TEXT FOR RESPONSE OPTION 4:
 - Performing Arts Companies
 - Spectator Sports
 - Promoters of Performing Arts, Sports, and Similar Events
 - Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures
 - Independent Artists, Writers, and Performers
 - Museums, Historical Sites, and Similar Institutions
 - Amusement Parks and Arcades
 - Gambling Industries
 - Other Amusement and Recreation Industries]
5. Construction
6. Educational Services
[HOVER TEXT FOR RESPONSE OPTION 6:
 - Elementary and Secondary Schools
 - Junior Colleges
 - Colleges, Universities, and Professional Schools
 - Business Schools and Computer and Management Training
 - Technical and Trade Schools
 - Other Schools and Instruction
 - Educational Support Services]
7. Finance and Insurance
[HOVER TEXT FOR RESPONSE OPTION 7:
 - Monetary Authorities-Central Bank

- Depository Credit Intermediation
 - Non-depository Credit Intermediation
 - Activities Related to Credit Intermediation
 - Securities and Commodity Contracts Intermediation and Brokerage
 - Securities and Commodity Exchanges
 - Other Financial Investment Activities
 - Insurance Carriers
 - Agencies, Brokerages, and Other Insurance Related Activities
 - Insurance and Employee Benefit Funds
 - Other Investment Pools and Funds]
8. Health Care and Social Assistance
[HOVER TEXT FOR RESPONSE OPTION 8:
- Offices of Physicians
 - Offices of Dentists
 - Offices of Other Health Practitioners
 - Outpatient Care Centers
 - Medical and Diagnostic Laboratories
 - Home Health Care Services
 - Other Ambulatory Health Care Services
 - General Medical and Surgical Hospitals
 - Psychiatric and Substance Abuse Hospitals
 - Specialty (except Psychiatric and Substance Abuse) Hospitals
 - Nursing Care Facilities (Skilled Nursing Facilities)
 - Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities
 - Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly
 - Other Residential Care Facilities
 - Individual and Family Services
 - Community Food and Housing, and Emergency and Other Relief Services
 - Vocational Rehabilitation Services
 - Child Day Care Services]
9. Information (such as publishers and telecommunications)
[HOVER TEXT FOR RESPONSE OPTION 9:
- Newspaper, Periodical, Book, and Directory Publishers
 - Software Publishers
 - Motion Picture and Video Industries
 - Sound Recording Industries
 - Radio and Television Broadcasting
 - Cable and Other Subscription Programming
 - Wired and Wireless Telecommunications Carriers
 - Satellite Telecommunications
 - Other Telecommunications
 - Data Processing, Hosting, and Related Services
 - Other Information Services]
10. Management of Companies and Enterprises
11. Manufacturing

12. Mining, Quarrying, and Oil and Gas Extraction

13. Other Services (such as repair and maintenance services)

[HOVER TEXT FOR RESPONSE OPTION 13:

- Automotive Repair and Maintenance
- Electronic and Precision Equipment Repair and Maintenance
- Commercial and Industrial Machinery and Equipment (except Automotive and Electronic) Repair and Maintenance
- Personal and Household Goods Repair and Maintenance
- Personal Care Services including Personal Trainer, Hair or Nail Salons, and Barbers
- Death Care Services
- Drycleaning and Laundry Services
- Other Personal Services
- Religious Organizations
- Grantmaking and Giving Services
- Social Advocacy Organizations
- Civic and Social Organizations
- Business, Professional, Labor, Political, and Similar Organizations
- Private Households]

14. Professional, Scientific, and Technical Services

[HOVER TEXT FOR RESPONSE OPTION 14:

- Legal Services
- Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- Architectural, Engineering, and Related Services
- Specialized Design Services
- Computer Systems Design and Related Services
- Management, Scientific, and Technical Consulting Services
- Scientific Research and Development Services
- Advertising, Public Relations, and Related Services]

15. Public Administration

[HOVER TEXT FOR RESPONSE OPTION 15:

- Executive, Legislative, and Other General Government Support
- Justice, Public Order, and Safety Activities
- Administration of Human Resource Programs
- Administration of Environmental Quality Programs
- Administration of Housing Programs, Urban Planning, and Community Development
- Administration of Economic Programs
- Space Research and Technology
- National Security and International Affairs]

16. Real Estate Rental and Leasing

17. Retail Trade

18. Transportation and Warehousing

19. Utilities

20. Wholesale Trade

GENERAL POPULATION QUESTIONS

[SHOW IF DOV_GROUP = 7]

GP_CONSIDER_1.

Earlier, you said you are not planning to start a new business or become self-employed.

What are the primary reasons why you have not considered starting your own business, working for yourself, or doing freelance or contract work, etc.?

Select all that apply.

RESPONSE OPTIONS, RANDOMIZE

1. I don't know what kind of business I would start
2. It seems too risky
3. I'm not sure how well a business would do in my local community
4. I don't have enough savings or financial cushion to pursue starting a business
5. I don't know how to go about accessing financing to start a business
6. Family/friends are not supportive
7. It seems too challenging
8. The economy is too uncertain or unfavorable
9. It might take too much time
10. I like my current job/work arrangement
11. I need employer-provided benefits (such as health insurance)
12. I don't have the skills needed to run a business
13. I don't know where to go for help getting started
14. Major life event (such as a new child, own or family medical issue)
15. Retired or planning to retire
16. Health reasons
17. My credit score is too low to obtain the needed funding
18. Other reason, specify: [TEXTBOX]

COMPUTE DOV_REASON4=COUNT # OF RESPONSE OPTIONS SELECTED IN GP_CONSIDER_1

[SHOW IF DOV_REASON4>1]

GP_CONSIDER_2.

You reported the following reasons for not starting your own business or working for yourself as a consultant, freelancer, or independent contractor.

Of these reasons, which is the primary reason for not starting your own business or working for yourself?

Select one.

RESPONSE OPTIONS, RANDOMIZE

1. [SHOW IF GP_CONSIDER_1 =1] I don't know what kind of business I would start
2. [SHOW IF GP_CONSIDER_1 =2] It seems too risky

3. [SHOW IF GP_CONSIDER_1 =3] I'm not sure how well a business would do in my local community
4. [SHOW IF GP_CONSIDER_1 =4] I don't have enough savings or financial cushion to pursue starting a business
5. [SHOW IF GP_CONSIDER_1 =5] I don't know how to go about accessing financing to start a business
6. [SHOW IF GP_CONSIDER_1 =6] Family/friends are not supportive
7. [SHOW IF GP_CONSIDER_1 =7] It seems too challenging
8. [SHOW IF GP_CONSIDER_1 =8] The economy is too uncertain or unfavorable
9. [SHOW IF GP_CONSIDER_1 =9] It might take too much time
10. [SHOW IF GP_CONSIDER_1 =10] I like my current job/work arrangement
11. [SHOW IF GP_CONSIDER_1 =11] I need employer-provided benefits (such as health insurance)
12. [SHOW IF GP_CONSIDER_1 =12] I don't have the skills needed to run a business
13. [SHOW IF GP_CONSIDER_1 =13] I don't know where to go for help getting started
14. [SHOW IF GP_CONSIDER_1 =14] Major life event (such as a new child, own or family medical issue)
15. [SHOW IF GP_CONSIDER_1 =15] Retired or planning to retire
16. [SHOW IF GP_CONSIDER_1 =16] Health reasons
17. [SHOW IF GP_CONSIDER_1 = 17] My credit score is too low to obtain the needed funding
18. [SHOW IF GP_CONSIDER_1 =18] [INSERT TEXT RESPONSE FROM GP_CONSIDER_1_18]

[SHOW IF DOV_REASON4>2 AND ANY(GP_CONSIDER_2_1-GP_CONSIDER_2_18=1)]A GP_CONSIDER_3.

You reported the following reasons for not starting your own business or working for yourself as a consultant, freelancer, or independent contractor.

Of these remaining reasons, which is the second most important reason for not starting your own business or working for yourself?

Select one.

RESPONSE OPTIONS, RANDOMIZE

1. [SHOW IF GP_CONSIDER_1 =1] I don't know what kind of business I would start
2. [SHOW IF GP_CONSIDER_1 =2] It seems too risky
3. [SHOW IF GP_CONSIDER_1 =3] I'm not sure how well a business would do in my local community
4. [SHOW IF GP_CONSIDER_1 =4] I don't have enough savings or financial cushion to pursue starting a business
5. [SHOW IF GP_CONSIDER_1 =5] I don't know how to go about accessing financing to start a business
6. [SHOW IF GP_CONSIDER_1 =6] Family/friends are not supportive
7. [SHOW IF GP_CONSIDER_1 =7] It seems too challenging
8. [SHOW IF GP_CONSIDER_1 =8] The economy is too uncertain or unfavorable
9. [SHOW IF GP_CONSIDER_1 =9] It might take too much time
10. [SHOW IF GP_CONSIDER_1 =10] I like my current job/work arrangement

-
11. [SHOW IF GP_CONSIDER_1 =11] I need employer-provided benefits (such as health insurance)
 12. [SHOW IF GP_CONSIDER_1 =12] I don't have the skills needed to run a business
 13. [SHOW IF GP_CONSIDER_1 =13] I don't know where to go for help getting started
 14. [SHOW IF GP_CONSIDER_1 =14] Major life event (such as a new child, own or family medical issue)
 15. [SHOW IF GP_CONSIDER_1 =15] Retired or planning to retire
 16. [SHOW IF GP_CONSIDER_1 =16] Health reasons
 17. [SHOW IF GP_CONSIDER_1 = 17] My credit score is too low to obtain the needed funding
 18. [SHOW IF GP_CONSIDER_1 =18] [INSERT TEXT RESPONSE FROM GP_CONSIDER_1_18]
-

[SHOW IF DOV_GROUP = 2,3,5,6,7]
ENTR_CHALLENGES_1.

In your opinion, what are the three biggest challenges business owners and self-employed people are facing today?

Select up to three response options.

RESPONSE OPTIONS

1. Not being able to access and/or afford health insurance
 2. Affording tax payments
 3. Finding customers
 4. Balancing work and family
 5. Working long hours
 6. Feeling burnt out, or losing focus, interest, and/or motivation
 7. Not making enough money
 8. Navigating government regulations
 9. Finding and retaining qualified employees
 10. Competing against other/larger businesses
 11. Unfavorable economy
-

[SHOW IF DOV_GROUP = 7]
GP_CONSIDER_4.

If you ever have an idea for a new business or becoming self-employed, how likely is it that you would explore the possibility?

RESPONSE OPTIONS

1. Not at all likely
 2. Somewhat likely
 3. Moderately likely
 4. Very likely
-

[SHOW IF DOV_GROUP = 7 AND GP_CONSIDER_4 = 2,3,4]

GP_CONSIDER_5.

If you had an idea for a new business or becoming self-employed, what types of support would make it more likely for you to explore your idea if these types of support were both available and affordable?

Select all that apply.

RESPONSE OPTIONS

1. Having a mentor with business ownership experience
 2. Getting professional service advice from accountants, lawyers, marketing consultants, etc.
 3. Taking a community education program or classes on how to start a business
 4. Taking an online education program or classes on how to start a business
 5. Getting help to improve my credit
 6. Getting help to build my business network
 7. Other type of support (Specify): [TEXTBOX]
-

[SHOW IF DOV_GROUP = 7 AND GP_CONSIDER_4 = 2,3,4]

GP_CONSIDER_6.

If you ever decide to start a business or work for yourself, what aspect of being self-employed would be the most challenging for you?

RESPONSE OPTIONS

1. Managing my time
 2. Finding customers
 3. Registering my business
 4. Building a website and/or creating a digital presence for my business
 5. Doing my taxes
 6. Hiring employees
 7. Other challenge (Specify): [TEXTBOX]
-

[SHOW IF DOV_GROUP = 7]

GP_EMPLOYEELENGTH_1.

Thinking about your [IF DOV_WORKING = 0: most recent job/ELSE: main job (the one that you spend the most time working at)], about how long have you worked there?

RESPONSE OPTIONS

1. Less than 1 year
 2. 1 to 2 years
 3. 3 to 4 years
 4. 5 to 9 years
 5. 10 to 14 years
 6. 15 to 19 years
 7. 20 years or more
-

[SHOW IF DOV_GROUP = 7]

GP_EMPLOYERLENGTH_1.

Thinking about your [IF DOV_WORKING = 0: most recent job/ELSE: main job (the one that you spend the most time working at)], approximately how long has the business been in existence?

RESPONSE OPTIONS

1. Less than 1 year
2. 1 to 2 years
3. 3 to 4 years
4. 5 to 9 years
5. 10 to 14 years
6. 15 to 19 years
7. 20 years or more

[SHOW IF DOV_GROUP = 7]**GP_NUMEMPSTART_1.**

Please think about your [IF DOV_WORKING = 0: most recent job/ELSE: main job (the one that you spend the most time working at)].

Counting all locations where your [IF DOV_WORKING = 0: most recent] employer operates, how many people work for this employer? Your best estimate is fine.

RESPONSE OPTIONS

1. 10 or fewer employees
2. 11 – 24 employees
3. 25 – 99 employees
4. 100 – 499 employees
5. 500 – 999 employees
6. 1,000 – 4,999 employees
7. 5,000 – 24,999 employees
8. 25,000+ employees

[SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 1]**GP_WEEKSWK_1.**

During the past 12 months, how many weeks did you work? Include paid time off and weeks when you worked for a few hours.

Your best estimate is fine.

[NUMBOX, RANGE 0-52]

[SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 1]**GP_HOURSWK_1.**

During the past 12 months, in the weeks worked, how many hours did you usually work each week?

Your best estimate is fine.

[NUMBOX, RANGE 0-99]

[SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 1]

GP_EMPBENEFIT_1.

Which of the following employee benefits are paid totally or partly by your primary employer?

Select all that apply.

RESPONSE OPTIONS

1. Health insurance
 2. Contributions to retirement plans, including 401(k), Keogh, etc.
 3. Profit sharing and/or stock options
 4. Paid holidays or vacation
 5. Paid sick leave
 6. Paid parental or family leave
 7. Tuition assistance and/or reimbursement
 8. Other benefit, specify: [TEXTBOX]
 9. None of the above
-

[SHOW IF DOV_GROUP <> 1,2 AND DOV_WORKING = 1]

REMOTE_1.

Thinking of your main job, which of the following best describes whether you are allowed or required to telecommute or work remotely?

RESPONSE OPTIONS

1. I was allowed or required to telecommute/work remotely only during the coronavirus pandemic
 2. I am allowed or required to telecommute/work remotely regardless of the coronavirus pandemic
 3. I am not allowed to telecommute/work remotely
 4. Telecommuting/working remotely does not make sense for my job
-

[SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 1]

GP_NEWJOB_1.

In the next year, how likely is it that you will...

GRID ITEMS

- A. Stay with your current employment arrangement
 - B. Look for/take a different job
 - C. Look for/take another job in addition to your current job(s)
 - D. Start your own business as a primary source of income
 - E. Start working for yourself as a freelancer, consultant, or independent contractor
 - F. Engage in **gig work** as a primary source of income
 - G. Engage in **gig work** as a secondary source of income
 - H. Retire
-

- I. Exit the labor force (not for retirement)
- J. Go back to school

[HOVER TEXT ON “gig work”: Some people earn money through short, paid tasks or jobs online or in-person that are conducted through companies that coordinate payment for the service. This is sometimes referred to as “gig work.” These tasks might include driving for Uber or Lyft, selling goods through Etsy, completing online tasks on Mechanical Turk, providing graphic design, music, or other services via Fiverr or Upwork, or other activities.]

RESPONSE OPTIONS

1. Not at all likely
2. Somewhat likely
3. Moderately likely
4. Very likely

[SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 0]

GP_NEWJOB_2.

In the next year, how likely is it that you will...

GRID ITEMS

- A. Take a job
- B. Start your own business as a primary source of income
- C. Start working for yourself as a freelancer, consultant, or independent contractor
- D. Engage in [gig work](#) as a primary source of income
- E. Engage in [gig work](#) as a secondary source of income
- F. Go back to school

[HOVER TEXT ON “gig work”: Some people earn money through short, paid tasks or jobs online or in-person that are conducted through companies that coordinate payment for the service. This is sometimes referred to as “gig work.” These tasks might include driving for Uber or Lyft, selling goods through Etsy, completing online tasks on Mechanical Turk, providing graphic design, music, or other services via Fiverr or Upwork, or other activities.]

RESPONSE OPTIONS

1. Not at all likely
2. Somewhat likely
3. Moderately likely
4. Very likely

DEMOGRAPHICS QUESTIONS

FINAL_DEMO_INTRO.

There are just a few more questions about yourself.

DEM_HHINC.

What is your total annual household income before taxes?

Include income earned by anyone residing in your household full-time who is related to you by birth, marriage, or adoption.

RESPONSE OPTIONS

1. Less than \$5,000
2. \$5,000 to \$9,999
3. \$10,000 to \$14,999
4. \$15,000 to \$19,999
5. \$20,000 to \$24,999
6. \$25,000 to \$29,999
7. \$30,000 to \$34,999
8. \$35,000 to \$39,999
9. \$40,000 to \$49,999
10. \$50,000 to \$59,999
11. \$60,000 to \$74,999
12. \$75,000 to \$84,999
13. \$85,000 to \$99,999
14. \$100,000 to \$124,999
15. \$125,000 to \$149,999
16. \$150,000 to \$174,999
17. \$175,000 to \$199,999
18. \$200,000 or more

DEM_STUDENT.

During the past week, were you enrolled in or taking courses at a college, university, or trade school?

RESPONSE OPTIONS

1. Yes
2. No

DEM_INSUR.

From any source, do you currently have:

GRID ITEMS

- a. Health insurance
- b. Contributions to retirement plans, including 401(k), Keogh, etc.
- c. Profit sharing and/or stock options
- d. Paid holidays or vacation
- e. Paid sick leave
- f. Paid parental or family leave
- g. Tuition assistance and/or reimbursement

RESPONSE OPTIONS

1. Yes
 2. No
-

DEM_DEBT.

Thinking about all of your household's current debts, including mortgages, bank loans, student loans, money owed to people, medical debt, past-due bills, and credit card balances that are carried over from prior months...

As of today, which of the following statements describes how manageable your household debt is?

RESPONSE OPTIONS

1. Have a manageable amount of debt
 2. Have a bit more debt than is manageable
 3. Have far more debt than is manageable
 4. Do not have any debt
-

DEM_RELAWN.

Do any of your immediate family members own a business?

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF PANEL_TYPE>19]**DEM_EDU.**

What is the highest degree or level of school you have completed?

RESPONSE OPTIONS

1. No formal education
 2. 1st, 2nd, 3rd, or 4th grade
 3. 5th or 6th grade
 4. 7th or 8th grade
 5. 9th grade
 6. 10th grade
 7. 11th grade
 8. 12th grade no diploma
 9. High school graduate – high school diploma or the equivalent (GED)
 10. Some college, no degree
 11. Associate degree
 12. Bachelor's degree
 13. Master's degree
 14. Professional or Doctorate degree
-

[SHOW IF PANEL_TYPE>19]
DEM_MARITAL.

What is your current marital status?

RESPONSE OPTIONS

1. Married
2. Widowed
3. Divorced
4. Separated
5. Never married
6. Living with partner

DEM_HOUSENUM_1.

Tell us a little about your household and the people who live with you. Including yourself, how many people lived in your household more than 3 months in the last 12 months? Please include any children as well as adults, including cohabiting partners, roommates and armed forces members living or staying in your household more than 3 months.

RESPONSE OPTIONS

1. One person, I live by myself
2. Two persons
3. Three persons
4. Four persons
5. Five persons
6. Six or more persons

[SHOW IF DEM_HOUSENUM_1 = 6]
DEM_HOUSENUM_2.

You said six or more persons live in your household.

Please enter the total number of adults and children who lived in your household for more than 3 months in the last 12 months below.

[NUMBOX accept 6-20]

[SHOW IF DEM_HOUSENUM_1 = 2,3,4,5,6]
DEM_HOUSEHOLD.

Who lives in your household?

Only count people who lived in your household more than 3 months in the last 12 months.

Select all that apply.

RESPONSE OPTIONS

1. Spouse
2. Unmarried partner

3. Age 17 or younger child(ren), stepchild(ren), adopted child(ren), and/or foster child(ren)
4. Age 18 or older child(ren), stepchild(ren), adopted child(ren), and/or foster child(ren)
5. Grandchild(ren) age 17 or younger
6. Grandchild(ren) age 18 or older
7. Sibling(s) or sibling(s)-in-law
8. Parent(s), parent(s)-in-law, or step-parent(s) under 65 years old
9. Parent(s), parent(s)-in-law, or step-parent(s) aged 65 or older
10. Other relatives, specify: [TEXTBOX]
11. Roommate(s)
12. Other non-relatives, specify: [TEXTBOX]

[SHOW IF DEM_HOUSEHOLD_3 = 1 OR DEM_HOUSEHOLD_5 = 1]
DEM_HOUSECHILD.

You said that children or grandchildren under the age of 18 live in your household. Please enter the total number of children/grandchildren that fall into each age category listed below.

Please enter the number of children/grandchildren in each category, not the age of the children. If no children/grandchildren in your household fall into a category, please enter 0. Only count people who lived in your household more than 3 months in the last 12 months.

GRID ITEMS:

AGE CATEGORY	NUMBER OF (GRAND) CHILDREN
DEM_HOUSECHILD_5. Under 5 years old	[NUMBOX, 0-30]
DEM_HOUSECHILD_511. 5-11 years old	[NUMBOX, 0-30]
DEM_HOUSECHILD_1217. 12-17 years old	[NUMBOX, 0-30]

DEM_HOUSECHILD_TOTAL. Total number of (grand)children in household: _____ [SUM THE AMOUNT AS R ENTERS RESPONSES]

RESPONSE OPTIONS:

[NUMBOX, 0-30,77,98,99]

[SHOW IF AT LEAST ONE ROW DEM_HOUSECHILD<>77,98,99]

DEM_HOUSECHILD_CONF.

There are [INSERT DEM_HOUSECHILD_TOTAL] children/grandchildren under the age of 18 living in your household more than 3 months in the last 12 months. Is that correct?

RESPONSE OPTIONS

1. Yes
2. No, let me update my responses

IF DEM_HOUSECHILD_CONF=2, GO BACK TO DEM_HOUSECHILD TO ALLOW R TO UPDATE NUMBOX VALUES

DEM_MILITARY_1.

Have you ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard?

RESPONSE OPTIONS

1. No, never served in the military
 2. Yes, only on active duty for training in the Reserves or National Guard
 3. Yes, on active duty now
 4. Yes, on active duty in the past, now a U.S. Veteran
-

DEM_CITIZEN_1.

Where were you born?

RESPONSE OPTIONS

1. In the United States
 2. Outside of the United States
-

[SHOW IF DEM_CITIZEN_1 <> 1]

DEM_CITIZEN_2.

[SHOW IF PANEL_TYPE<20: To help protect the privacy of participants in our panel, AmeriSpeak has obtained a Certificate of Confidentiality covering the AmeriSpeak Panel. This information is available to panelists (and publicly) at: <https://www.amerispeak.org/privacy>]

Are you a citizen of the United States?

As a reminder, your responses are completely confidential and will be used for statistical purposes only.

RESPONSE OPTIONS

1. Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas
2. Yes, born abroad of U.S. citizen parent or parents
3. Yes, U.S. citizen by naturalization
4. No, not a U.S. citizen