Entrepreneurship in the Population Survey

EPOP:2024 Methodology Report
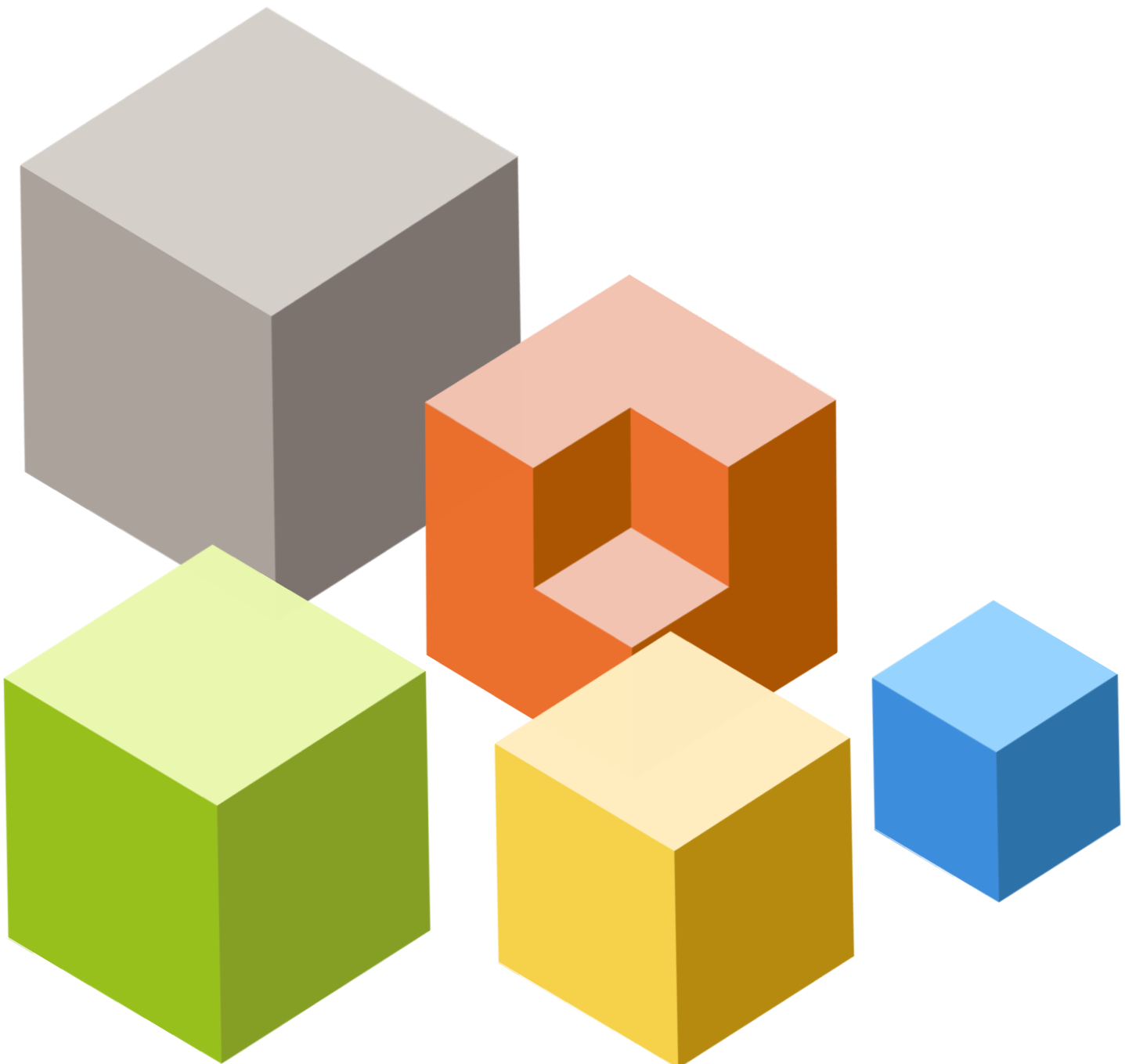
The Entrepreneurship in the Population Survey Project is being conducted by researchers at NORC at the University of Chicago with funding from a grant from the Ewing Marion Kauffman Foundation. Questions about this research project should be directed to EPOPresearch@norc.org.

The full title of the survey is "The Entrepreneurship in the Population Survey" and the abbreviation is EPOP Survey. In referencing the project or document, follow these standards:

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Project Abbreviation:	EPOP Survey
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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 cross-sectional 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 three years of data collection in 2022, 2023, and 2024. NORC will collect two more years of data in 2025 and 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 developing and 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 and connect with us at linkedin.com/company/norc and facebook.com/NORCatUofC.

SPONSOR AND PARTNER

The Ewing Marion Kauffman Foundation is a private, nonpartisan foundation based in Kansas City, Missouri, which 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 or connect via 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. More information about the Survey development and validation process can be found in the EPOP:2022 Methodology Report[1].

This Methodology Report focuses on the EPOP:2024 Survey which is Year 3 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 third of five annual EPOP Surveys began in February 2024 and concluded in July 2024. Data processing was conducted from February to October 2024. Non-Disclosure Review was conducted from August 2024 to October 2024. Weighting was conducted from August to September 2024. The data was finalized in October 2024 and released on October 15, 2024. Table 1 shows the EPOP:2024 Survey timeline in detail.

Table 1. EPOP:2024 Survey Project Timeline

EPOP Survey Tasks	Start	Finish
2024 Survey Conduct	**10/18/2023**	**10/15/2024**
Finalize Survey Instrument and Update Programming	10/18/2023	02/26/2024
Survey Data Collection	02/28/2024	07/8/2024
Data Processing	02/28/2024	10/15/2024
Non-Disclosure Review	08/15/2024	10/15/2024
Weighting	8/1/2024	9/16/2024
Data Analysis and Documentation	8/1/2024	10/15/2024
Data Release and Dissemination	10/15/2024	

Two subsequent EPOP Survey rounds will be conducted in 2025 and 2026.

2. SAMPLE DESIGN

SIGNIFICANT CHANGES FROM 2023 TO 2024

There was no change in the AmeriSpeak® sample design between EPOP:2023 and EPOP:2024. In the Address Based Sample (ABS) design, the second stage sampling was the same; however, there was no third phase sample selection in EPOP:2024 as there was in EPOP:2023. Instead, all cases sampled for the second phase were released for data collection in EPOP:2024. All other sample section steps were the same between EPOP:2023 and EPOP:2024.

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,

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

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 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 unbiased estimation. See "Combined Sample Weights" in Section 6 for more details about TrueNorth®.

AmeriSpeak® 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 December 2023, the AmeriSpeak panel contains about sixty thousand active panelists, and the cumulative AmeriSpeak panel recruitment response rate is 22.1%. 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 so by filtering on the sample type variable in the EPOP:2024 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 as:

(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.

SAMPLE SELECTION

The AmeriSpeak sample is selected from the AmeriSpeak Panel using sampling strata based on race/ethnicity and age 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. 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 two phases.

In the first phase, a stratified sample of 387,818 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 breakdown.

In the second and final 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 82.7% and email to 63.1% of the sampled 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 (including unknown race/ethnicity), defined by the appended predicted race/ethnicity variable from the commercial data vendor reducing the sample size to 31,500 cases. See Appendix A-5 to see the second phase ABS sample by state and MSA. After this selection, a sampling vendor was used to append phone numbers and email information to the final case set. The ABS sample was designed to achieve 2,782 complete interviews, and the target number of ABS completes by secondary sampling strata is shown in Appendix A-6.

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.

A sampling flowchart in Appendix A-7 shows the selection process for each of the three sample sources.

3.   INSTRUMENT DESIGN

SIGNIFICANT CHANGES FROM 2023 TO 2024

Relative to the EPOP:2023 survey instrument, some updates were made to the EPOP:2024 survey. Appendix B-1 lists all survey item updates made relative to the EPOP:2023 survey detailing the specific change made, variable name, questionnaire section, and type and category of the update. The three main types of updates are:

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

Changes to existing items include logic updates and response option changes. In the EPOP:2024 questionnaire, a few response option changes were made to the PE_CAPITAL and BO_ADDFINANCE series of items to make the options clearer and remove ambiguous options.

A few items were dropped from the EPOP:2024 questionnaire including some business operations questions (e.g., BO_EMPWAGES) and non-entrepreneurial items (some items from the GP_CONSIDER series). A limited number of items were added to the questionnaire to measure how many owners are/were involved in the business and collect additional demographic information related to disability and incarceration history.

New Microbusiness Owner Questions

In addition to the changes to the EPOP survey described above, 18 questions were added to the survey, funded by the Association for Enterprise Opportunities (AEO). These questions focused on microbusiness owners defined as businesses with no employees or 1-9 full-time or part-time W-2 employees to explore critical areas such as access to business support services, financing needs beyond startup, and the adoption of cutting-edge technologies like generative AI. These questions were answered by 2,316 survey respondents. These additions aimed to uncover the unique barriers and opportunities that small business entrepreneurs face and identify resources that could help drive their success. Questions were integrated into the EPOP:2024 questionnaire and responses are included in the EPOP:2024 Public Use and Restricted Use data files. Appendix B-2 provides variable names and question text for each of the added microbusiness owner questions. These questions are also included in the EPOP:2024 Questionnaire in Appendix F.

SURVEY VALIDATION

Before the first year of data collection (the EPOP:2022 Survey), 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 conducted in EPOP:2024.

QUESTIONNAIRE

Survey Overview

The EPOP:2024 questionnaire 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 is asked 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 is asked these important demographic questions 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 freelancers, consultants, or independent contractors.
- *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 incidences 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 respondent's 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 questions that ask about incidence of 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.'"*

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 have not had 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 includes 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, citizenship status, and disability status

- Household characteristics, such as household income and debt, and the number of household members including children

MODES

The EPOP:2024 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 computer-assisted telephone interview (CATI).

LANGUAGES

The EPOP:2024 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. The CATI interview was also available in Spanish.

4. SURVEY DATA COLLECTION

SIGNIFICANT CHANGES FROM 2023 TO 2024

Minimal adjustments were made to the data collection plan for the ABS and AmeriSpeak samples for EPOP:2024.

For the AmeriSpeak sample members, all prompts included both the AmeriSpeak and EPOP logos so sample members could link to the details of the study at EPOP.norc.org via the logo in an effort to improve survey response rates.

For the ABS sample, the schedule for sending communications was adjusted slightly to reduce the timing between communications and to avoid sending letters, postcards, and emails on national holidays.

OVERVIEW

Timeline and Outcome

EPOP:2024 data collection started on February 28, 2024 with the release of AS sample. The ABS' advanced letters were mailed approximately 9 days later on March 8, 2024. The third round of data collection officially ended on July 8, 2024. The total number of surveys completed was 33,514, with the following distribution of complete surveys by sample type:

- 9,568 AmeriSpeak panel surveys
- 2,944 ABS surveys
- 21,002 nonprobability surveys

The distribution of surveys by sample type and state and MSA are shown in Appendices A-2 and A-3.

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, branding across materials and websites increases the legitimacy of the survey, and consequently, buy-in and response rates. The branding also enhances dissemination efforts to researchers, policymakers, and others invested in this research.

Respondent Communications

Throughout data collection, the project team communicated with and supported survey respondents with a variety of methods. All respondent materials (emails, postcards, and letters) included an email address and toll-free phone number specific to the EPOP:2024 Survey. Respondent materials and contents that were effective in the prior data collection were used again with minimal changes. Respondents could contact the project team by email or phone at any time with questions or concerns. The team monitored these communication avenues and responded 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 February 28, 2024 with an invitation to participate sent by e-mail. AS sample members who had not completed the EPOP:2024 survey received a series of follow-up and reminder emails throughout the data collection period. To ensure appropriate outreach across all targeted regions, follow-ups and reminders were sent in batches as well as to groups offered an increased incentive (see Table 2).

Table 2.   AmeriSpeak Contacting Schedule

AmeriSpeak Outreach	Date Sent
Invitation Email	02/28/2024 – 03/13/2024
First Reminder Email	03/18/2024
Second Reminder Email	03/28/2024
Third Reminder Email	04/02/2024
Fourth Reminder Email	04/12/2024
Increased Incentive Targeted Cases	04/24/2024
Fifth Reminder Email	04/27/2024
Postcard to Members with High Panel Participation	05/10/2024

AmeriSpeak Outreach	Date Sent
Sixth Reminder Email	05/20/2024
Seventh Reminder Email	05/24/2024
Eighth Reminder Email	05/29/2024
Ninth Reminder Email	06/06/2024
Last Chance Email to All Nonrespondents	06/14/2024

AS Incentives

AmeriSpeak sampled members received an initial incentive of 6,000 AmeriPoints, equivalent to $6.00. These AS panel members could use their points for gift cards or merchandise through the AmeriSpeak rewards page. As the data collection period progressed, nonresponding AS panel members who participated in EPOP:2022 or EPOP:2023, lived in underrepresented locations, or had specific characteristics of low performing demographic groups were identified. To increase participation, nonresponse AS panel members who previously completed the EPOP, lived in 16 specific geographic locations, or had underrepresented demographics were offered an increased incentive of 15,000 AmeriPoints, equivalent to $15.00; see the *Increased Incentive Protocol Section* below for more details. The process of targeting specific cases and increasing incentives started on April 18, 2024 and continued through the end of AS data collection on June 14, 2024.

ADDRESS-BASED SAMPLE (ABS) PROTOCOL

ABS Contacting Schedule

Like the contacting strategies for AS panel members, the ABS households received a series of survey invitations and reminders to nonrespondents throughout data collection (see Table 3). 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. To ensure appropriate outreach across all targeted locations, follow-ups and reminders were sent in batches as well as in targeted groups.

Table 3.   ABS Contacting Schedule

ABS Outreach by Email and Mail	Date Sent
Invitation Letter	03/08/2024
Invitation Email	03/11/2024
Follow-up Postcards/Text Message Reminder (as a contacting Experiment)	03/24/2024
Reminder Email	03/29/2024
Follow-up Letters	04/05/2024
Follow-up Reminder Email	04/11/2024
Second Follow-up Postcards	04/22/2024
Second Follow-up Reminder Email	04/26/2024
Non-Increased Incentive "Baby" Postcard	05/09/2024
Targeted Increased Incentive Letter	05/09/2024
Increased Incentive Reminder Email	05/11/2024
Targeted Phone Prompting to Partial and Non-Completed Cases	05/21/2024
Last Chance Postcard	05/23/2024
Last Chance Email	05/29/2024
Survey Extended Email	06/04/2024
Survey is Ending Text Message	06/07/2024
The Survey is Closing Email	06/14/2024

ABS Incentives

ABS households received an initial incentive offer of $15.00 in the form of an electronic gift card. Survey respondents could choose from a number of vendor gift cards (i.e., Amazon, Walmart, Master Card, Starbucks, Barnes and Nobel, Lowes, and Target). As the data collection period progressed, households in low-responding locations (i.e., states or MSAs) or with specific household characteristics who had not participated were identified. To increase participation, these households were offered an increased incentive of $30.00 starting on May 9, 2024; see the *Increased Incentive Protocol Section* below for more details. The process of targeting specific cases and increasing incentives started on May 9, 2024 and continued until the end of data collection on June 14, 2024.

NON-PROBABILITY SAMPLE PROTOCOL

Non-Probability Contacting Schedule

A non-probability sample was also included in the survey design sourced from two vendors. Non-probability vendors followed a contact strategy to increase participation similar to the AS outreach strategy. All survey invitations and reminders to the non-probability sample were sent by email. Both vendors sent survey invitations starting on May 30, 2024; one vendor concluded survey data collection on June 30, 2024 and the other concluded on July 8, 2024.

Non-Probability Incentives

Non-probability survey participants received incentives managed by the vendor.

Like the AS 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 APPROACH

Mid-Data Collection Incentive Increase to AS Nonrespondents

Three different approaches were taken to assess, select, and then increase the incentive offer to AS nonrespondents from 6,000 to 15,000 AmeriSpeak points on 4/23/2024 after 55 days of data collection. In total, 11,557 nonresponding AS panel members were offered an increased incentive.

Approach #1: Past EPOP Survey Participation

Any nonresponding AS panel members who participated in the EPOP:2022 or EPOP:2023 Survey were offered the increased incentive amount.

Approach #2: Geographic Locations

The AS incentive was increased to maximize the AS sample response to meet the probability sample targets in all 101 geographic regions. Nonresponding AS panel members in states with 150 or fewer complete probability surveys (out of the targeted 175 surveys) and any MSAs with 80 or fewer complete probability surveys (out of the targeted 100 surveys) were offered the increased incentive amount. The states and MSAs with low probability survey completes are shown in Table 4.

Table 4.   Geographic Locations with Low Probability Surveys

States	MSAs
Alaska	Birmingham-Hoover, AL
Hawaii	Boston-Cambridge-Newton, MA-NH
Mississippi	Hartford-East Hartford-Middletown, CT

States	MSAs
Montana	Memphis, TN-MS-AR
North Dakota	Milwaukee-Waukesha, WI
New Mexico	New Orleans-Metairie, LA
Vermont	Oklahoma City, OK
Wyoming	San Antonio-New Braunfels, TX

Approach #3: Low Performing Demographic Groups

Any nonresponding AS panel members who were members of any of the following low performing demographic groups had their incentive offer increased:

- Any Black, Hispanic, or Black and Hispanic individuals,
- Men, and
- 18 to 49 years old individuals.

Mid-Data Collection Incentive Increase to ABS Nonrespondents

Nonresponding ABS households in underperforming states or MSA locations were selected for an increased incentive offer of a $30 gift card from $15. This increased offer was made to a total of 21,103 households at the beginning of May 2024.

Specifically, the increased incentive offer was made to households in the following geographic locations:

- States still needing 25 or more probability surveys to reach the targeted 175 complete surveys.
- States still needing 5 to 24 probability surveys to reach the targeted 175 complete surveys that do not have an MSA or have an underperforming MSA.
- MSAs still needing 5 or more probability surveys to reach the targeted 100 complete surveys where the whole state (or one of the states the MSA crosses) is not already selected for the increased incentive.

Tables 5 and 6 show the states and MSAs where ABS households were offered the increased incentive, respectively.

Table 5.   ABS States with an Incentive Increase

States	
Alaska	North Dakota
Alabama	New Hampshire
Arkansas	New Mexico
Connecticut	Nevada

States	
District of Columbia	Oklahoma
Delaware	Rhode Island
Hawaii	Vermont
Louisianna	Wisconsin
Maine	West Virginia
Mississippi	Wyoming
Montana	

Table 6.   ABS MSAs with an Incentive Increase

MSAs
Austin-Round Rock-Georgetown, TX
Buffalo-Cheektowaga, NY
Charlotte-Concord-Gastonia, NC-SC
Indianapolis-Carmel-Anderson, IN
Salt Lake City, UT
San Antonio-New Braunfels, TX
San José-Sunnyvale-Santa Clara, CA
Virginia Beach-Norfolk-Newport News, VA-NC
Raleigh-Cary, NC

LAST CHANCE (LC) PROTOCOL

There was a final push to increase 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 AS and ABS sample members were notified 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 non-responding sample members that had an email address available.

RESPONSE RATES

The final survey response rate varied by sample type. For the AmeriSpeak Panel sample, the response to the survey request was 35.4%, and the overall response rate was 6.2% which reflects the panel recruitment and retention rates (as shown in Table 7). For the ABS sample, the response rate was 9.3%. For the non-probability survey panels, the response rate is not reported.

Table 7.   Response Rate for AmeriSpeak

AmeriSpeak Response Rates	Response Rate
Weighted Household Panel Recruitment Rate	22.1%
Weighted Household Panel Retention Rate	78.8%
Survey Completion Rate	35.4%
Weighted Cumulative Response Rate	6.2%

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

SIGNIFICANT CHANGES FROM 2023 TO 2024

Data review and editing procedures largely followed protocols developed for the prior data collection rounds (i.e., EPOP:2022 and EPOP:2023). Updates to the editing code were made to accommodate new and modified questions and variables were renamed to indicate substantive differences between EPOP:2024 and prior rounds.

Questionnaire content additions and revisions (summarized in *Section 3* and detailed in Appendix B-1) required 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 to the EPOP:2024 Survey. Existing variable specifications were updated to be consistent with any modified display conditions. For instance, processing code that enforced survey pathing within the survey data file was updated to accommodate the new series on micro businesses questions. (This subset of respondents is indicated by the survey flag DOV_MICROBIZ=1).

Appendix D-1 shows the survey questionnaire changes from each year of the survey providing a list of variables that were added, dropped, or modified across EPOP:2022, EPOP:2023 and EPOP:2024. Appendix D-2 shows instances where changes were made to the variable response options and where the variable was given a different name in the EPOP:2024 data files. Appendix D-3 shows the EPOP Round Specific Variable Code Frames Across all three rounds providing information on how variables with survey year specific code frames can be recoded and combined.

DATA REVIEW AND EDITING

Data review and editing of the raw files was conducted. The raw data file was compared to the programmed survey specifications to identify any data irregularities and develop any necessary program code to transform raw data into clean variables for delivery. Cases with irregularities in the metadata (e.g., the respondent completed the survey too quickly to have read the question text) or the response data (e.g., the respondent consistently entered the same response regardless of the question content) were reviewed. Data irregularities were addressed, when possible, but where data could not be repaired through editing or it was apparent the respondent sped through the survey, those cases were discarded.

DATA REVIEW

Data review included:

- Ensuring that respondents were assigned to the correct entrepreneurial category in the screener. Additional details about this data review step are provided below.
- 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. Additional details about this data review step are provided below.
- 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 8.

Table 8. 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%

Review of Screener Data

Of particular importance was verifying responses to the screener portion of the survey assigned respondents to the correct entrepreneurial status group (DOV_GROUP), as this status group assignment was the determinant of the subsequent follow-up questions. As respondents could plausibly belong to more than one status group (i.e., being both current and former business

owner), the complex data patterns were given extra attention to identify any unexpected results not anticipated during survey testing. Ultimately, 120 cases were identified as being assigned to the wrong entrepreneurial status group. If any of these cases answered over half of the survey questions for the status group they should have been classified in, the case was retained. As a result of this review, 71 cases with the wrong classification were discarded.

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 questions relevant to 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 early on and no issues were found in the EPOP:2024.

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 the restructuring of this module greatly reduced inconsistencies in the capital questions, three quality checks described below were also applied. Note that Rule #3 was applied within the survey instrument by asking respondents to confirm the total amount of capital from all sources within the capital source 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 the capital amount grid (PE_CAPITAL_WS1- PE_CAPITAL_WS23) to "0" when the respondent reported they did not received a capital type in the capital source series of questions (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 capital amount grid was only displayed if the corresponding source category in these questions was selected. In a small number of instances, 37 respondents backed up in the series and deselected the capital source category. In these instances, non-zero capital amounts were set to zero.

Rule 2: Repeated Capital Values

In EPOP:2023 and EPOP:2024, repeated capital amounts were checked across the entire capital amount grid, although none were found. This is likely to be a result of the clearer presentation of the capital source and amount questions.

Rule 3: Calculating Total Capital Amount

The rule to calculate the total capital amount was derived within the survey instrument. After the respondent was asked to provide capital amounts for all the types of capital they selected in the capital amount grid, they were presented with a question to confirm the total amount. Making the total amount of capital entered in the grid by source 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, and sets the response options not selected to "no."

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 that asks the respondent (i.e., PE_REASON_2), "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 (i.e., 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 and only one reason was selected, the program code confirmed that the one reason selected was also the most important reasons. Similarly, if the second follow-up question to capture the second most important reason was missing (i.e., PE_REASON_3), the second most important reason was logically inferred if only two reasons were selected, and the most-important reason was answered.

The following primary/secondary 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 (i.e., S_GIGPLATFORM_3). This verbatim response data was manually back coded into a code frame of categories listed in Table 9. In EPOP:2023, we first compiled all previously coded gig platform verbatims into a coding bank. The look-up table was then used to assign each verbatim response to a gig platform category consisting of prior coding decisions. Verbatims that remained uncoded were grouped by key terms (e.g., Lyft, Uber) to inform which category they should be assigned to. As a last step, manual review was done to assign a code. These steps were completed to ensure that coding decisions were consistent across survey rounds.

Table 9.   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.

NON-DISCLOSURE

The privacy plan consists of two different types of variables.

1. Key variables are variables that could result in the re-identification of a respondent when used in combination with each other.
2. Sensitive variables are 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 individuals, it is possible that some data attackers would not be interested in the people, but rather the businesses those individuals own or run. To that end, EPOP statisticians gathered a set of key variables that could help to re-identify the businesses in question.

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 a business in EPOP 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. NORC statisticians are especially focused on continuous financial variables, rather than binary financial variables. 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 public use file (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 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 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:2024 PUF, NORC statisticians tried to maintain the same recoding schemes as the EPOP:2022 PUF and EPOP:2023 PUF files. However, in some instances that was not possible

and is indicated in the PUF with the following YR3_PUF_ as opposed to YR2_PUF or _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 listed in Table 10 may be found in Appendix D-3. Note that in cases where suppressions were applied in only one category of a variable, suppressions values of -7 were recoded to the missing value of -3 to preserve anonymity. While the actual number of suppressed values are reported in Table 10, these suppressions are intermixed with other missing in the data and codebooks.

Table 10.   Levels of Granularity in the EPOP:2024 Survey PUF & RUF

Variable	Number of Suppressions	2024 PUF	2024 RUF	Prior Round Differences
SAMPLE_TYPE		2 levels	2 levels	Not included in EPOP:2022 PUF
RUCC	135	4 levels	4 levels	RUCCA was used in EPOP:2022 PUF
RACE	24	4 levels	6 levels	
DEM_AGE	160	5 levels	12 levels	
DEM_MARITAL	505	3 levels	6 levels	EPOP:2002 PUF uses a different recoding scheme
DEM_EDU	765	4 levels	7 levels	
DEM_HHINC	995	5 levels	4 levels	
DEM_MILITARY_1	445	3 levels	4 levels	
DEM_CITIZEN_DRV	507	3 levels	3 levels	
DEM_STUDENT	290	2 levels	2 levels	
DEM_HOUSECHILDA-C		3 levels	3 levels	EPOP:2002 PUF uses a different recoding scheme than EPOP:2003 and EPOP:2004 PUF

Variable	Number of Suppressions	2024 PUF	2024 RUF	Prior Round Differences
DEM_HOUSEHOLD1-4	2:8 3:4	2 levels	2 levels	EPOP:2002 PUF uses different numberings than EPOP:2003 and EPOP:2004 PUF
BO_STARTBIZ_1	71	10 levels	19 levels	RUF and PUF uses a different recode in each round
BO_NUMEMPLOYEE_1	175	5 levels	19 levels	PUF recode different in each round. EPOP:2003 and EPOP:2004 RUF uses a different recode than in EPOP:2002 RUF
BO_EMPLOYEES_1-8	1:86 2:40 3:30 4:6 5:9 6:14 7:16	2 levels	2 levels	
BO_ONLINE_1		2 levels	4 levels	
BO_WORKHOME_1	64	5 levels	5 levels	
BO_PLMARGIN_1	130	4 levels	4 levels	
BO_REVENUE_1	29	13 levels	Continuous/top-coded	EPOP:2002 PUF uses a different recode than EPOP:2003 and EPOP:2004 PUF
BO_REVENUE_2		12 levels	Continuous/top-coded	EPOP:2002 PUF uses a different recode than EPOP:2003 and EPOP:2004 PUF
PE_CAPITAL_WS1		13 levels	• Continuous/top-coded	Included in EPOP:2003 and EPOP:2024, replacing EPOP:2002 variables PE_CAPITAL_4-9
PE_CAPITAL_WS2-PE_CAPITAL_WS4 & PE_CAPITAL_WS9		10 levels	• Continuous/top-coded	Included in EPOP:2003 and EPOP:2024, replacing

Variable	Number of Suppressions	2024 PUF	2024 RUF	Prior Round Differences
				EPOP:2002 variables PE_CAPITAL_4-9
PE_CAPITAL_WS6 & PE_CAPITAL_WS7		5 levels	• Continuous/ top-coded	Included in EPOP:2003 and EPOP:2024, replacing EPOP:2002 variables PE_CAPITAL_4-9
PE_CAPITAL_WS5, PE_CAPITAL_WS8, & PE_CAPITAL_WS10		3 levels	• Continuous/ top-coded	Included in EPOP:2003 and EPOP:2024, replacing EPOP:2002 variables PE_CAPITAL_4-9
BO_ADDFINANCE_WS1 & BO_ADDFINANCE_WS2		10 levels	• Continuous/ top-coded	Included in EPOP:2003 and EPOP:2024, replacing EPOP:2002 variables BO_ADDFINANCE_5-10
BO_ADDFINANCE_WS3, BO_ADDFINANCE_WS4, & BO_ADDFINANCE_WS6		5 levels	Continuous/ top-coded	Included in EPOP:2003 and EPOP:2024, replacing EPOP:2002 variables BO_ADDFINANCE_5-10
BO_ADDFINANCE_WS5 & BO_ADDFINANCE_WS7- BO_ADDFINANCE_WS9		3 levels	Continuous/ top-coded	Included in EPOP:2003 and EPOP:2024, replacing EPOP:2002 variables BO_ADDFINANCE_5-10
DEM_DISABILITY_1A	112	2 levels	4 levels	New in EPOP:2024
DEM_DISABILITY_1B	222	2 levels	4 levels	New in EPOP:2024
DEM_DISABILITY_1C	160	2 levels	4 levels	New in EPOP:2024
DEM_DISABILITY_1D	147	2 levels	4 levels	New in EPOP:2024
DEM_DISABILITY_1E	254	2 levels	4 levels	New in EPOP:2024
DEM_DISABILITY_1F	243	2 levels	4 levels	New in EPOP:2024
DEM_DISABILITY_1G	225	2 levels	4 levels	New in EPOP:2024

6.   SURVEY WEIGHTING

SIGNIFICANT CHANGES FROM 2023 TO 2024

The EPOP:2024 probability sample weighting procedure includes changes to reduce weight variation relative to the approach used for the EPOP:2023. In particular, the dimensions used for nonresponse adjustments and raking were simplified. Additionally, weight truncation was incorporated throughout the probability sample weighting. Details are provided below.

OVERALL

The EPOP:2024 Survey data contains two sets of weights: probability sample weights for the probability sample complete surveys (i.e., AmeriSpeak and ABS samples), and combined sample weights for the combined probability and nonprobability sample complete surveys.

The combined sample weights are available in both the public use and restricted use files, 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 a better approximation of the variance, especially for small domains, may contact NORC for technical guidance. The flowchart that outlines the weighing process can be found in Appendix E-1.

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:

- Create AmeriSpeak sample base weights.
- Create ABS sample base weights.
- Implement an adjustment for unknown eligibility.
- Implement an adjustment for interview nonresponse.
- Combine interview nonresponse adjusted weights for the probability sample.
- Implement 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 and age.

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). Within a state or MSA (i.e., primary sampling stratum), base weights above or below the median plus or minus four times the interquartile range were truncated. The truncated base weights were then adjusted using a simple ratio so that the sum of the final truncated base weight equals the sum of the original base weight.

Adjustment for Unknown Eligibility

A sample 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). NORC used l, states or MSAs (i.e., the primary sampling strata) and vendor-identified household race/ethnicity as the unknown eligibility adjustment cells. The unknown eligibility adjusted weights w_{2i} were computed as:

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

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/Non-Hispanic Black, and All 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 was 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 and race/ethnicity group 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 and race/ethnicity group. First, AmeriSpeak and ABS sample were separately multiplied by an adjustment within geography and race/ethnicity group so that the sum within each group totals the benchmark from the 2022 American Community Survey (ACS) 1-year estimates. Denote this weight by w_{3i}^*. Then, the combined weights were computed as:

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

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

Combined weights above or below the median plus or minus four times the interquartile range within each geography and race/ethnicity group l were truncated. The truncated combined weights were then adjusted using a simple ratio so that the sum of the final truncated combined equals the sum of the original combined weight within each group l.

Raking to Derive Probability Sample Weights

To derive the final probability sample weights, a raking adjustment was applied to the weights from the previous step. The raking benchmarks were developed from the 2022 American Community Survey (ACS) 1-year estimates. Raking adjustments were conducted within each state and MSA using the following dimensions:

1. *State by Race and Ethnicity* (Non-Hispanic White, Non-Hispanic Black, Hispanic, Non-Hispanic Other)
2. *State by Gender* (Male, Female)
3. *State by Age* (18-29, 30-39, 40-49, 50-64, 65+)
4. *State by Education* (High School/GED or Less, Some College, and BA and Above)
5. *State by Number of Adults in Household* (1 adult in Household, 2 adults in Household, 3 or more adults in Household)

6. *MSA by Race and Ethnicity* (Non-Hispanic White, Non-Hispanic Black, Hispanic, Non-Hispanic Other)
7. *MSA by Gender* (Male, Female)
8. *MSA by Age* (18-29, 30-39, 40-49, 50-64, 65+)
9. *MSA by Education* (High School/GED or Less, Some College, and BA and Above)
10. *MSA by Number of Adults in Household* (1 adult in Household, 2 adults in Household, 3 or more adults in Household)

The final probability sample weights are 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,

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

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 same population benchmarks outlined above within each state and MSA. The final combined sample weights are denoted as w_{8i}.

7.   REPORTING AND DATA DISSEMINATION

SIGNIFICANT CHANGES FROM 2023 TO 2024

Since the EPOP:2021 data release in October 2022, NORC has continued to share data, findings, and news related to the EPOP:2023 and EPOP:2024 surveys. New reports, publications, and presentations explore various topics on demographic groups and business ownership experiences. New data files include PUF and RUF packages. Both the EPOP website and NORC project page have undergone expansion and enhancements to display this additional research.

EPOP AND NORC WEBSITES

The EPOP Survey has its own dedicated website at EPOP.norc.org. The website features 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, information for survey participants, links to reports, and survey methodology.

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

REPORTS AND PRESENTATIONS

The EPOP:2022 and EPOP:2023 Survey has been featured in several reports and presentations.

Reports produced in the third year using EPOP:2022 and EPOP:2023 Survey data include:

- The *Indianapolis Business Journal* featured an article by Melina Kennedy, CEO of the Central Indiana Corporate Partnership (CICP), titled "Indiana needs more and better-supported entrepreneurs." (October 2023)
- Prosperity Now, an organization focused on racial and ethnic economic justice, analyzed the unique experiences of entrepreneurs of color. They produced two reports "From Start to Exit: Insights and Implications from Former Entrepreneurs of Color" (October 2023) and "Employee Benefits Offered by Entrepreneurs of Color." (November 2023).
- NORC released "Entrepreneurial Background and the Path to Business Ownership: Evidence from EPOP:2023" on prior business ownership. (November 2023)
- The Association for Enterprise Opportunity (AEO) analyzed Black business ownership in "Weaving Success: A Progress Report on the Tapestry of Black Business Ownership in the United States." (February 2024)
- The *Journal of Business Venturing Insights* published a peer-reviewed article "Slowed by commitment and hastened by obstacles: Exploring patterns of entrepreneur role exit in the EPOP dataset." (June 2024)

- NORC released a research brief on "Entrepreneurship Experiences Among Young U.S. Immigrants." (July 2024)

Presentations at conferences in the third year using EPOP Year 2 Survey data include:

- "Optimizing Address-based Sample Outreach: Findings from a Late-Stage Contacting Experiment" on data collection methods at the 2023 Midwest Association for Public Opinion Research (MAPOR) Conference. (November 2023)
- "Characteristics of Gig Workers in the U.S.: Evidence from the Entrepreneurship in the Population Survey" at the Association for Public Policy Analysis and Management (APPAM) Fall Research Conference. (November 2023)
- "Characteristics of Gig Workers in the U.S.: Evidence from the Entrepreneurship in the Population Survey" at the Allied Social Science Associations/2024 Labor and Employment Relations Association (LERA) Conference. (January 2024)
- "Racial and Ethnic Differences in Gig Platform Work in the U.S." at the LERA Triad Conference. (June 2024)

DATA FILES

The EPOP:2024 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 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 the public, 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. Only a few fields on this form are required:

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

PUF requestors must agree to two "Conditions of Use" listed below.

Credit and Citations

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

"Entrepreneurship in the Population (EPOP) Survey Project Public Use Data File: 202#." *NORC at the University of Chicago*. Month ##, 202#. EPOP.norc.org

Redistribution

They 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.

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. Survey documentation is available in the package as well as on the EPOP 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 includes 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 the 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.

L. Sweeney. k-anonymity: a model for protecting privacy. International Journal on Uncertainty, Fuzziness and Knowledge-based Systems, 10 (5), 2002; 557-570.

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[3]	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

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[3] 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 José-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[4]	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

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[4] Rhode Island is a part of the MSA and is also a state.

Appendix A-2:   **EPOP:2024 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	147
HI	175	35	6	134	109
IA	175	22	13	140	28
ID	175	35	2	138	36
ME	175	6	5	164	74
MT	175	14	2	159	114
ND	175	14	11	150	131
NE	175	35	16	124	43
NM	175	35	6	134	68
SD	175	15	7	153	72
VT	175	7	4	164	120
WY	175	35	3	137	152
2. STATES WITH SINGLE IN-STATE MSA - 1,750 SURVEYS					
AL	**175**	**16**	**35**	**124**	**72**
Birmingham-Hoover, AL	**100**	**9**	**25**	**66**	**72**
Remainder of AL	75	6	10	59	0
AZ	**175**	**35**	**15**	**125**	**1**
Phoenix-Mesa-Chandler, AZ	**100**	**25**	**10**	**65**	**0**
Remainder of AZ	75	10	4	61	1
CO	**175**	**35**	**14**	**126**	**6**
Denver-Aurora-Lakewood, CO	**100**	**25**	**11**	**64**	**6**
Remainder of CO	75	10	3	62	0
CT	**175**	**35**	**35**	**105**	**34**
Hartford-East Hartford-Middletown, CT	**100**	**25**	**21**	**54**	**31**
Remainder of CT	75	10	14	51	3
GA	**175**	**35**	**35**	**105**	**8**
Atlanta-Sandy Springs-Alpharetta, GA	**100**	**22**	**25**	**53**	**7**
Remainder of GA	75	12	10	53	1
LA	**175**	**19**	**35**	**121**	**28**
New Orleans-Metairie, LA	**100**	**18**	**25**	**57**	**28**
Remainder of LA	75	1	10	64	0
MI	**175**	**19**	**35**	**121**	**2**
Detroit-Warren-Dearborn, MI	**100**	**9**	**25**	**66**	**2**

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**	**52**	**12**
Remainder of NV	75	10	8	57	17
OK	**175**	**35**	**25**	**115**	**37**
Oklahoma City, OK	**100**	**25**	**21**	**54**	**34**
Remainder of OK	75	10	4	61	3
UT	**175**	**35**	**4**	**136**	**67**
Salt Lake City, UT	**100**	**25**	**3**	**72**	**59**
Remainder of UT	75	10	1	64	8
3. LARGE POPULATION STATES WITH MULTIPLE MSAS IN-STATE - 2,050 SURVEYS					
CA	**800**	**160**	**86**	**554**	**15**
Los Angeles-Long Beach-Anaheim, CA	**100**	**25**	**12**	**63**	**0**
Riverside-San Bernardino-Ontario, CA	**100**	**25**	**14**	**61**	**0**
Sacramento-Roseville-Folsom, CA	**100**	**25**	**13**	**62**	**0**
San Diego-Chula Vista-Carlsbad, CA	**100**	**25**	**9**	**66**	**0**
San Francisco-Oakland-Berkeley, CA	**100**	**25**	**14**	**61**	**0**
San José-Sunnyvale-Santa Clara, CA	**100**	**25**	**5**	**70**	**15**
Remainder of CA	200	10	19	171	10
FL	**650**	**130**	**130**	**390**	**29**
Jacksonville, FL	**100**	**19**	**25**	**56**	**12**
Miami-Fort Lauderdale-Pompano Beach, FL	**100**	**25**	**25**	**50**	**0**
Orlando-Kissimmee-Sanford, FL	**100**	**25**	**25**	**50**	**9**
Tampa-St. Petersburg-Clearwater, FL	**100**	**25**	**23**	**52**	**7**
Remainder of FL	250	36	32	182	0
TX	**600**	**120**	**120**	**360**	**84**
Austin-Round Rock-Georgetown, TX	**100**	**25**	**14**	**61**	**22**
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**	**15**
Remainder of TX	200	20	44	136	47
4. STATES SHARING MSAS WITH OTHER STATES - 4,922 SURVEYS*					
AR	**175**	**27**	**35**	**113**	**54**
DE	**175**	**34**	**35**	**106**	**89**
IL	**175**	**35**	**35**	**105**	**6**
IN	**175**	**26**	**32**	**117**	**1**
KS	**175**	**35**	**19**	**121**	**24**

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	14	28	134	1
MA	175	35	23	117	4
MD	175	35	35	105	16
MN	175	20	23	132	8
MO	175	15	35	125	0
MS	175	11	35	129	75
NC	287	56	57	173	0
NH	175	14	5	156	112
NJ	175	35	35	105	58
NY	236	47	47	142	10
OH	376	31	75	270	0
OR	175	35	6	134	12
PA	268	42	54	172	14
SC	175	21	35	119	16
TN	277	32	55	190	1
VA	328	64	66	198	21
WA	175	35	13	127	0
WI	175	25	22	128	0
WV	175	6	12	157	61
Baltimore-Columbia-Towson, MD	100	12	25	63	9
Boston-Cambridge-Newton, MA-NH	100	23	15	62	4
Buffalo-Cheektowaga, NY	100	11	23	67	34
Charlotte-Concord-Gastonia, NC-SC	100	21	25	54	11
Chicago-Naperville-Elgin, IL-IN-WI	100	25	25	50	0
Cincinnati, OH-KY-IN	100	7	21	72	4
Cleveland-Elyria, OH	100	12	25	63	10
Columbus, OH	100	9	25	66	18
Indianapolis-Carmel-Anderson, IN	100	14	25	61	20
Kansas City, MO-KS	100	19	21	60	18
Louisville/Jefferson County, KY-IN	100	11	22	67	35
Memphis, TN-MS-AR	100	12	25	63	52
Milwaukee-Waukesha, WI	100	23	25	52	29
Minneapolis-St. Paul-Bloomington, MN-WI	100	12	17	71	18
Nashville-Davidson-Murfreesboro-Franklin, TN	100	16	25	59	28
New York-Newark-Jersey City, NY-NJ-PA	100	25	24	51	0
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	100	20	25	55	7
Pittsburgh, PA	100	4	16	80	10
Portland-Vancouver-Hillsboro, OR-WA	100	24	5	70	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	22	25	53	31
Richmond, VA	100	14	25	61	34
Seattle-Tacoma-Bellevue, WA	100	21	12	67	13
St. Louis, MO-IL	100	6	25	69	0
Virginia Beach-Norfolk-Newport News, VA-NC	100	14	25	61	13
5. AREA/STATE FULLY CONTAINED IN AN MSA - 350 SURVEYS**					
DC	175	35	35	105	140
Washington-Arlington-Alexandria, DC-VA-MD-WV	100	25	25	51	8
RI	175	35	19	121	110
Providence-Warwick, RI-MA	100	22	10	68	33
All States including MSA Coverage	**11,172**	**1,789**	**1,558**	**7,825**	**2,338**
50 MSA Coverage, Only	**5,000**	**978**	**991**	**3,031**	**792**

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:2024 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	79	84
AL	53	40	211	304
AR	22	17	302	341
AZ	12	54	207	273
CA	104	47	551	702
CO	10	26	195	231
CT	57	42	146	245
DE	39	17	182	238
FL	136	164	499	799
GA	61	56	158	275
HI	2	14	135	151
IA	17	15	359	391
ID	7	34	300	341
IL	21	30	116	167
IN	10	30	96	136
KS	20	25	237	282
KY	22	12	190	224
LA	57	6	212	275
MA	13	30	90	133
MD	0	3	39	42
ME	6	10	268	284
MI	47	36	173	256
MN	6	15	185	206
MO	2	6	129	137
MS	120	14	177	311
MT	1	7	157	165
NC	47	62	203	312
ND	3	2	83	88
NE	17	28	341	386
NH	1	6	108	115
NJ	14	20	137	171
NM	9	127	176	312
NV	5	16	107	128
NY	26	37	129	192
OH	31	28	267	326
OK	16	25	214	255

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
OR	3	18	222	243
PA	56	60	144	260
SC	126	20	279	425
SD	6	18	271	295
TN	41	21	219	281
TX	149	118	419	686
UT	0	10	164	174
VA	19	11	150	180
VT	0	5	148	153
WA	8	37	84	129
WI	2	6	172	180
WV	11	10	288	309
WY	1	4	65	70
Atlanta-Sandy Springs-Alpharetta, GA	119	79	168	366
Austin-Round Rock-Georgetown, TX	20	83	148	251
Baltimore-Columbia-Towson, MD	96	21	176	293
Birmingham-Hoover, AL	33	2	38	73
Boston-Cambridge-Newton, MA-NH	45	85	194	324
Buffalo-Cheektowaga, NY	19	4	145	168
Charlotte-Concord-Gastonia, NC-SC	109	47	177	333
Chicago-Naperville-Elgin, IL-IN-WI	101	118	146	365
Cincinnati, OH-KY-IN	63	15	186	264
Cleveland-Elyria, OH	72	27	184	283
Columbus, OH	46	10	200	256
Dallas-Fort Worth-Arlington, TX	105	169	152	426
Denver-Aurora-Lakewood, CO	26	122	141	289
Detroit-Warren-Dearborn, MI	119	39	190	348
Hartford-East Hartford-Middletown, CT	25	52	140	217
Houston-The Woodlands-Sugar Land, TX	90	157	169	416
Indianapolis-Carmel-Anderson, IN	56	11	169	236
Jacksonville, FL	77	28	142	247
Kansas City, MO-KS	73	20	162	255
Las Vegas-Henderson-Paradise, NV	50	114	163	327
Los Angeles-Long Beach-Anaheim, CA	55	163	154	372
Louisville/Jefferson County, KY-IN	28	14	152	194
Memphis, TN-MS-AR	87	7	74	168
Miami-Fort Lauderdale-Pompano Beach, FL	125	153	175	453

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
Milwaukee-Waukesha, WI	43	20	117	180
Minneapolis-St. Paul-Bloomington, MN-WI	41	14	173	228
Nashville-Davidson--Murfreesboro--Franklin, TN	38	14	173	225
New Orleans-Metairie, LA	125	24	104	253
New York-Newark-Jersey City, NY-NJ-PA	152	174	206	532
Oklahoma City, OK	18	46	163	227
Orlando-Kissimmee-Sanford, FL	86	96	129	311
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	100	67	192	359
Phoenix-Mesa-Chandler, AZ	47	119	227	393
Pittsburgh, PA	36	9	219	264
Portland-Vancouver-Hillsboro, OR-WA	6	36	185	227
Providence-Warwick, RI-MA	16	40	182	238
Raleigh-Cary, NC	60	13	144	217
Richmond, VA	67	4	133	204
Riverside-San Bernardino-Ontario, CA	50	113	182	345
Sacramento-Roseville-Folsom, CA	49	90	166	305
Salt Lake City, UT	4	25	87	116
San Antonio-New Braunfels, TX	31	112	138	281
San Diego-Chula Vista-Carlsbad, CA	39	155	183	377
San Francisco-Oakland-Berkeley, CA	79	116	190	385
San José-Sunnyvale-Santa Clara, CA	14	54	186	254
Seattle-Tacoma-Bellevue, WA	33	44	164	241
St. Louis, MO-IL	102	17	188	307
Tampa-St. Petersburg-Clearwater, FL	32	104	144	280
Virginia Beach-Norfolk-Newport News, VA-NC	92	10	162	264
Washington-Arlington-Alexandria, DC-VA-MD-WV	138	80	181	399
TOTAL STATE	**1,436**	**1,444**	**9,783**	**12,663**
TOTAL MSA	**3,137**	**3,136**	**8,063**	**14,336**
Combined TOTAL	**4,573**	**4,580**	**17,846**	**26,999**

Appendix A-4: **EPOP:2024 First Phase ABS Sample Size by State/MSA**

State/MSA	Sample Count
AK	15,947
AL	0
AR	7,874
AZ	465
CA	0
CO	0
CT	305
DE	10,953
FL	0
GA	0
HI	17,393
IA	10,646
ID	3,489
IL	3,899
IN	0
KS	6,787
KY	0
LA	0
MA	1,048
MD	13,258
ME	8,764
MI	0
MN	2,896
MO	0
MS	4,951
MT	2,648
NC	0
ND	14,857
NE	13,806
NH	7,993
NJ	1,948
NM	7,843
NV	7,431
NY	3,541
OH	0
OK	247
OR	3,960
PA	2,973
SC	12,887

State/MSA	Sample Count
SD	10,481
TN	256
TX	2,001
UT	1,157
VA	21,723
VT	6,899
WA	0
WI	0
WV	1,517
WY	5,959
Atlanta-Sandy Springs-Alpharetta, GA	2,998
Austin-Round Rock-Georgetown, TX	1,297
Baltimore-Columbia-Towson, MD	7,604
Birmingham-Hoover, AL	8,614
Boston-Cambridge-Newton, MA-NH	791
Buffalo-Cheektowaga, NY	2,844
Charlotte-Concord-Gastonia, NC-SC	3,555
Chicago-Naperville-Elgin, IL-IN-WI	0
Cincinnati, OH-KY-IN	154
Cleveland-Elyria, OH	1,937
Columbus, OH	3,456
Dallas-Fort Worth-Arlington, TX	0
Denver-Aurora-Lakewood, CO	10,625
Detroit-Warren-Dearborn, MI	187
Hartford-East Hartford-Middletown, CT	6,077
Houston-The Woodlands-Sugar Land, TX	0
Indianapolis-Carmel-Anderson, IN	5,642
Jacksonville, FL	3,042
Kansas City, MO-KS	5,641
Las Vegas-Henderson-Paradise, NV	6,379
Los Angeles-Long Beach-Anaheim, CA	0
Louisville/Jefferson County, KY-IN	4,283
Memphis, TN-MS-AR	5,262
Miami-Fort Lauderdale-Pompano Beach, FL	0
Milwaukee-Waukesha, WI	5,129
Minneapolis-St. Paul-Bloomington, MN-WI	2,913
Nashville-Davidson--Murfreesboro--Franklin, TN	9,240
New Orleans-Metairie, LA	2,423
New York-Newark-Jersey City, NY-NJ-PA	0

State/MSA	Sample Count
Oklahoma City, OK	1,793
Orlando-Kissimmee-Sanford, FL	779
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	883
Phoenix-Mesa-Chandler, AZ	0
Pittsburgh, PA	1,430
Portland-Vancouver-Hillsboro, OR-WA	4,873
Providence-Warwick, RI-MA	5,924
Raleigh-Cary, NC	4,684
Richmond, VA	8,039
Riverside-San Bernardino-Ontario, CA	0
Sacramento-Roseville-Folsom, CA	0
Salt Lake City, UT	2,481
San Antonio-New Braunfels, TX	954
San Diego-Chula Vista-Carlsbad, CA	0
San Francisco-Oakland-Berkeley, CA	0
San José-Sunnyvale-Santa Clara, CA	901
Seattle-Tacoma-Bellevue, WA	2,495
St. Louis, MO-IL	0
Tampa-St. Petersburg-Clearwater, FL	1,285
Virginia Beach-Norfolk-Newport News, VA-NC	3,412
Washington-Arlington-Alexandria, DC-VA-MD-WV	8,990
TOTAL STATE	**238,802**
TOTAL MSA	**149,016**
Combined TOTAL	**387,818**

Appendix A-5: **EPOP:2024 Second Phase ABS Sample Size by State/MSA and Race/Ethnicity**

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
AK	480	200	698	1,378
AL	0	0	0	0
AR	400	120	225	745
AZ	0	0	26	26
CA	0	0	0	0
CO	0	0	0	0
CT	0	0	47	47
DE	365	75	385	825
FL	0	0	0	0
GA	0	0	0	0
HI	200	600	433	1,233
IA	80	100	95	275
ID	0	231	200	431
IL	0	15	60	75
IN	0	0	0	0
KS	45	185	105	335
KY	0	0	0	0
LA	0	0	0	0
MA	47	29	0	76
MD	80	20	121	221
ME	75	25	800	900
MI	0	0	0	0
MN	52	28	0	80
MO	0	0	0	0
MS	110	30	560	700
MT	60	105	1,125	1,290

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
NC	0	0	0	0
ND	160	160	915	1,235
NE	175	260	101	536
NH	75	220	995	1,290
NJ	270	250	265	785
NM	150	0	464	614
NV	120	115	0	235
NY	0	25	81	106
OH	0	0	0	0
OK	0	10	35	45
OR	0	90	52	142
PA	23	40	106	169
SC	0	50	175	225
SD	140	80	483	703
TN	0	0	27	27
TX	126	0	0	126
UT	32	53	0	85
VA	0	0	275	275
VT	60	60	1,019	1,139
WA	0	0	0	0
WI	0	0	0	0
WV	75	36	628	739
WY	0	505	1,471	1,976
Atlanta-Sandy Springs-Alpharetta, GA	35	25	45	105
Austin-Round Rock-Georgetown, TX	61	201	0	262
Baltimore-Columbia-Towson, MD	45	35	104	184
Birmingham-Hoover, AL	255	120	475	850

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
Boston-Cambridge-Newton, MA-NH	49	26	0	75
Buffalo-Cheektowaga, NY	160	85	109	354
Charlotte-Concord-Gastonia, NC-SC	30	40	76	146
Chicago-Naperville-Elgin, IL-IN-WI	0	0	0	0
Cincinnati, OH-KY-IN	10	4	33	47
Cleveland-Elyria, OH	80	10	42	132
Columbus, OH	150	10	61	221
Dallas-Fort Worth-Arlington, TX	0	0	0	0
Denver-Aurora-Lakewood, CO	2	3	70	75
Detroit-Warren-Dearborn, MI	0	0	30	30
Hartford-East Hartford-Middletown, CT	0	2	325	327
Houston-The Woodlands-Sugar Land, TX	0	0	0	0
Indianapolis-Carmel-Anderson, IN	120	10	55	185
Jacksonville, FL	40	38	61	139
Kansas City, MO-KS	510	220	0	730
Las Vegas-Henderson-Paradise, NV	120	0	34	154
Los Angeles-Long Beach-Anaheim, CA	0	0	0	0
Louisville/Jefferson County, KY-IN	165	15	141	321
Memphis, TN-MS-AR	172	65	460	697
Miami-Fort Lauderdale-Pompano Beach, FL	0	0	0	0
Milwaukee-Waukesha, WI	140	65	67	272
Minneapolis-St. Paul-Bloomington, MN-WI	65	20	87	172
Nashville-Davidson--Murfreesboro--Franklin, TN	200	34	185	419
New Orleans-Metairie, LA	80	75	155	310
New York-Newark-Jersey City, NY-NJ-PA	0	0	0	0
Oklahoma City, OK	190	110	50	350
Orlando-Kissimmee-Sanford, FL	98	22	0	120

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	27	54	0	81
Phoenix-Mesa-Chandler, AZ	0	0	0	0
Pittsburgh, PA	121	10	0	131
Portland-Vancouver-Hillsboro, OR-WA	58	134	46	238
Providence-Warwick, RI-MA	259	487	822	1,568
Raleigh-Cary, NC	200	115	14	329
Richmond, VA	0	0	438	438
Riverside-San Bernardino-Ontario, CA	0	0	0	0
Sacramento-Roseville-Folsom, CA	0	0	0	0
Salt Lake City, UT	40	290	292	622
San Antonio-New Braunfels, TX	61	28	58	147
San Diego-Chula Vista-Carlsbad, CA	0	0	0	0
San Francisco-Oakland-Berkeley, CA	0	0	0	0
San José-Sunnyvale-Santa Clara, CA	0	121	75	196
Seattle-Tacoma-Bellevue, WA	25	45	105	175
St. Louis, MO-IL	0	0	0	0
Tampa-St. Petersburg-Clearwater, FL	107	0	0	107
Virginia Beach-Norfolk-Newport News, VA-NC	0	0	155	155
Washington-Arlington-Alexandria, DC-VA-MD-WV	420	548	579	1547
TOTAL STATE	3,400	3,717	11,972	19,089
TOTAL MSA	4,095	3,067	5,249	12,411
Combined TOTAL	7,495	6,784	17,221	31,500

**Appendix A-6:** **EPOP:2024 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	10.837	24.146	111.83	146.81
AL	.000	.000	.00	.00
AR	29.042	24.533	.00	53.57
AZ	1.200	.000	.00	1.20
CA	.000	.000	.00	.00
CO	.000	.000	.00	.00
CT	3.076	.000	.00	3.08
DE	22.797	28.050	37.71	88.56
FL	.000	.000	.00	.00
GA	.000	.731	.00	.73
HI	5.346	32.304	71.63	109.28
IA	6.999	20.818	.00	27.82
ID	.615	23.426	12.40	36.44
IL	.000	5.791	.00	5.79
IN	.000	.667	.00	.67
KS	6.225	18.239	.00	24.46
KY	.000	.778	.00	.78
LA	.000	.000	.00	.00
MA	3.562	.000	.00	3.56
MD	.000	11.518	4.51	16.03
ME	3.775	4.143	66.11	74.03
MI	.000	.000	.00	.00
MN	4.457	3.285	.00	7.74
MO	.000	.000	.00	.00
MS	1.120	6.522	67.73	75.37
MT	1.693	13.006	99.51	114.21
NC	.000	.000	.00	.00
ND	9.781	13.974	107.19	130.94
NE	13.816	28.952	.00	42.77
NH	4.567	12.280	94.83	111.67

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
NJ	18.655	17.494	22.22	58.37
NM	3.249	.000	64.78	68.03
NV	4.909	5.914	6.48	17.31
NY	.000	10.265	.00	10.26
OH	.000	.000	.00	.00
OK	.000	3.232	.00	3.23
OR	.000	11.761	.00	11.76
PA	8.211	5.739	.00	13.95
SC	.000	16.448	.00	16.45
SD	6.287	10.259	55.44	71.99
TN	.000	1.332	.00	1.33
TX	11.815	.000	.00	11.82
UT	.434	7.417	.00	7.85
VA	.000	20.904	.00	20.90
VT	4.169	6.132	110.05	120.35
WA	.000	.000	.00	.00
WI	.000	.000	.00	.00
WV	8.636	2.665	49.99	61.29
WY	1.970	34.840	114.88	151.69
Atlanta-Sandy Springs-Alpharetta, GA	.000	6.811	.00	6.81
Austin-Round Rock-Georgetown, TX	8.929	6.612	6.39	21.93
Baltimore-Columbia-Towson, MD	.000	9.485	.00	9.48
Birmingham-Hoover, AL	17.226	8.564	46.62	72.41
Boston-Cambridge-Newton, MA-NH	3.657	.358	.00	4.02
Buffalo-Cheektowaga, NY	17.740	10.525	5.68	33.95
Charlotte-Concord-Gastonia, NC-SC	.316	10.900	.00	11.22
Chicago-Naperville-Elgin, IL-IN-WI	.000	.000	.00	.00
Cincinnati, OH-KY-IN	3.275	.368	.83	4.47
Cleveland-Elyria, OH	4.255	5.997	.00	10.25
Columbus, OH	12.711	5.460	.00	18.17
Dallas-Fort Worth-Arlington, TX	.000	.000	.00	.00

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
Denver-Aurora-Lakewood, CO	5.693	.000	.00	5.69
Detroit-Warren-Dearborn, MI	.000	1.776	.00	1.78
Hartford-East Hartford-Middletown, CT	15.553	15.025	.14	30.72
Houston-The Woodlands-Sugar Land, TX	.000	.000	.00	.00
Indianapolis-Carmel-Anderson, IN	9.231	11.124	.00	20.36
Jacksonville, FL	2.939	9.178	.00	12.12
Kansas City, MO-KS	3.753	14.176	.00	17.93
Las Vegas-Henderson-Paradise, NV	11.590	.054	.00	11.64
Los Angeles-Long Beach-Anaheim, CA	.000	.000	.00	.00
Louisville/Jefferson County, KY-IN	14.751	6.721	13.27	34.74
Memphis, TN-MS-AR	2.430	11.463	38.40	52.29
Miami-Fort Lauderdale-Pompano Beach, FL	.000	.000	.00	.00
Milwaukee-Waukesha, WI	12.179	16.676	.00	28.86
Minneapolis-St. Paul-Bloomington, MN-WI	9.050	9.261	.00	18.31
Nashville-Davidson--Murfreesboro--Franklin, TN	15.768	11.883	.00	27.65
New Orleans-Metairie, LA	.000	11.324	16.78	28.11
New York-Newark-Jersey City, NY-NJ-PA	.033	.000	.16	.20
Oklahoma City, OK	18.045	15.468	.31	33.83
Orlando-Kissimmee-Sanford, FL	9.419	.000	.00	9.42
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	.212	6.968	.00	7.18
Phoenix-Mesa-Chandler, AZ	.000	.000	.00	.00
Pittsburgh, PA	8.418	1.548	.00	9.97
Portland-Vancouver-Hillsboro, OR-WA	4.372	16.172	.00	20.54
Providence-Warwick, RI-MA	14.274	22.362	86.38	123.02
Raleigh-Cary, NC	10.605	20.267	.00	30.87
Richmond, VA	10.636	12.821	10.12	33.57
Riverside-San Bernardino-Ontario, CA	.000	.000	.00	.00
Sacramento-Roseville-Folsom, CA	.000	.000	.00	.00
Salt Lake City, UT	3.007	19.400	36.33	58.73
San Antonio-New Braunfels, TX	4.850	.000	9.97	14.82
San Diego-Chula Vista-Carlsbad, CA	.000	.000	.00	.00

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
San Francisco-Oakland-Berkeley, CA	.000	.000	.00	.00
San José-Sunnyvale-Santa Clara, CA	.898	14.294	.00	15.19
Seattle-Tacoma-Bellevue, WA	3.704	9.536	.00	13.24
St. Louis, MO-IL	.000	.361	.00	.36
Tampa-St. Petersburg-Clearwater, FL	7.443	.000	.00	7.44
Virginia Beach-Norfolk-Newport News, VA-NC	1.412	11.138	.00	12.55
Washington-Arlington-Alexandria, DC-VA-MD-WV	23.360	35.948	88.13	147.44
TOTAL STATE	**197.245**	**427.567**	**1097.28**	**1722.09**
TOTAL MSA	**291.734**	**370.023**	**359.51**	**1021.27**
Combined TOTAL	**488.979**	**797.590**	**1456.79**	**2743.36**

Appendix A-7:   EPOP:2024 Sampling Flowchart
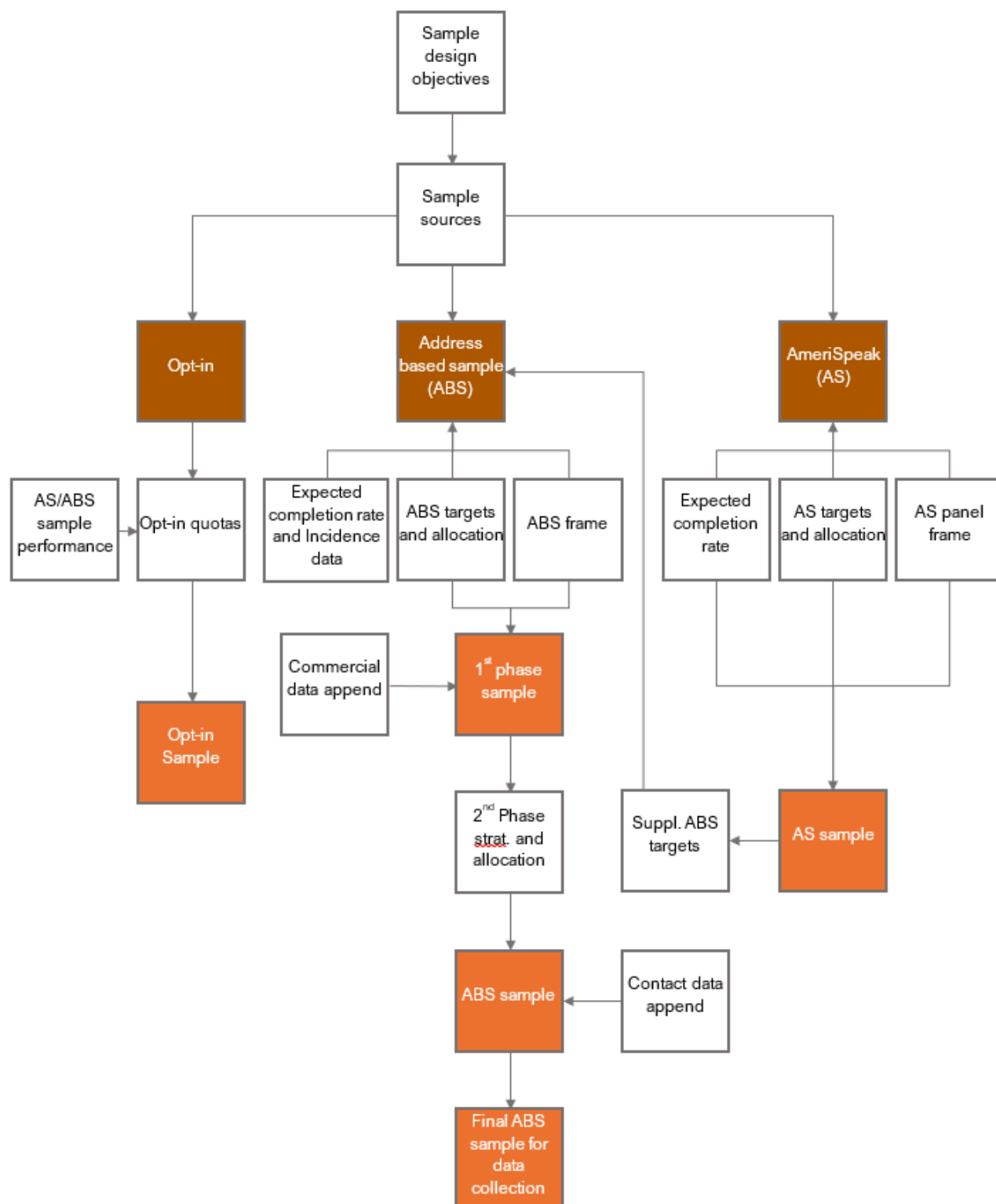
Appendix B: Instrument Design

Appendix B-1: Survey Questionnaire Changes from EPOP:2023 to EPOP:2024

#	Change	Variable	Section	Type	Category
1	Added new item that asks about the number of owners for the business (for current and former business owners).	BO_OWNERSHIP_1	Business Operations	New Item	New Item
2	Added new item that follows up BO_OWNERSHIP_1 to ask about the number of owners if respondent selects "Self and other."	BO_OWNERSHIP_2	Business Operations	New Item	New Item
3	Added new item that asks about motivation for starting own business/freelancing.	PE_MOTIVE_1	Pursuing Entrepreneurship	New Item	New Item
4	Added new disability item to demographics section that asks about difficulties with seeing, hearing, walking, etc.	DEM_DISABILITY_1	End Demographics	New Item	New Item
5	Added new disability item to demographics that asks if respondent receives disability income.	DEM_DISABILITY_2	End Demographics	New Item	New Item
6	Added new ADDFINANCE item asking about respondent's reason for seeking additional financing after start-up.	BO_ADDFINANCE_REASON	Business Operations	New Item	New Item
7	Added new item to end demos asking if respondent was previously incarcerated.	DEM_INCARCERATED	End Demographics	New Item	New Item
8	Updated response options to add "I did not need grant funding" option, removed "It would be difficult to adhere to the grant accounting and reporting requirements", and changed "The grant/s would only cover a portion of the funding needed" to "Available grant funding amount was too small."	PE_CAPITAL_5	Pursuing Entrepreneurship	Changed Item	Response Option Change
9	Updated response options to add "I did not need funding from a bank" option, removed "Did not want to take on debt", and combined "Expected unfavorable interest rate" and "Expected unfavorable loan repayment terms" into one item.	PE_CAPITAL_6	Pursuing Entrepreneurship	Changed Item	Response Option Change

#	Change	Variable	Section	Type	Category
10	Updated response options to add "I did not need funding from these sources" option, removed "Did not want to take on debt", and combined "Expected unfavorable interest rate" and "Expected unfavorable loan repayment terms" into one item.	PE_CAPITAL_7	Pursuing Entrepreneurship	Changed Item	Response Option Change
11	Updated response options to add "I did not need grant funding" option, removed "It would be difficult to adhere to the grant accounting and reporting requirements", and changed "The grant/s would only cover a portion of the funding needed" to "Available grant funding amount was too small."	BO_ADDFINANCE_6	Business Operations	Changed Item	Response Option Change
12	Updated response options to add "I did not need funding from a bank" option, removed "Did not want to take on debt", and combined "Expected unfavorable interest rate" and "Expected unfavorable loan repayment terms" into one item.	BO_ADDFINANCE_7	Business Operations	Changed Item	Response Option Change
13	Updated response options to add "I did not need funding from these sources" option, removed "Did not want to take on debt", and combined "Expected unfavorable interest rate" and "Expected unfavorable loan repayment terms" into one item.	BO_ADDFINANCE_8	Business Operations	Changed Item	Response Option Change
14	Removed BO_EMPWAGES item.	BO_EMPWAGES	Business Operations	Removed Item	Removed Item
15	Removed BUSINESS_COSTS_1 item.	BUSINESS_COSTS_1	Business Operations	Removed Item	Removed Item
16	Removed BUSINESS_COSTS_2 item.	BUSINESS_COSTS_2	Business Operations	Removed Item	Removed Item
17	Removed GP_CONSIDER_4 item.	GP_CONSIDER_4	Non-Entrepreneurial	Removed Item	Removed Item
18	Removed GP_CONSIDER_5 item.	GP_CONSIDER_5	Non-Entrepreneurial	Removed Item	Removed Item
19	Removed GP_CONSIDER_6 item.	GP_CONSIDER_6	Non-Entrepreneurial	Removed Item	Removed Item

Appendix B-2:   **EPOP:2024 Micro Business Owner Variable Name & Question Text**

Variable Names	Question Text
BO_IMPACT_1	Is your business mission-driven, with a focus on environmental sustainability and/or social impact?
BO_IMPACT_2	How is your business mission-driven?
BO_TAX_FILING_1	How confident do you feel in your ability to maximize tax credits and deductions available to your business? (*Please answer regardless of if you handle tax filing personally or rely on a tax professional*.)
BO_SERVICES_1	Which of the following business support services do you have access* to in your local community?
BO_SERVICES_2	You reported not having access* to the following business support services. Which of the following business support services would you most like to have access to in your local community?
BO_SERVICES_3	Which of the remaining business support services would you second most like to have access* to in your local community?
TECH_1	Is your business currently using generative AI**?
TECH_2	How is your business currently using generative AI** for administration?
TECH_3	How is your business currently using generative AI** for creative design?
TECH_4	How is your business currently using generative AI** for communications?
TECH_5	How is your business currently using generative AI** for strategic decision-making?
TECH_6	Besides the examples already discussed, is your business using generative AI** for any other reasons?
TECH_7	What other ways is your business using generative AI**?
TECH_8	Is your business planning to use generative AI** within the next 12 months?
TECH_9	How has the adoption of generative AI** impacted your workforce? (*By workforce, we refer to all types of workers used in your business, from full- and part-time staff to independent contractors and gig workers.*)
TECH_10	How would you describe the impact of generative AI** on the efficiency of your business processes?
TECH_11	How much do you agree or disagree with the following statement? *I find it difficult to keep up with technological changes in my industry.*
TECH_12	Overall, how would you rate your confidence in your business's ability to leverage the following digital technologies?

*[HOVER TEXT ON "access": Access refers to the availability or opportunity for you to utilize or benefit from services available at no cost, for a flexible fee, or at a discounted rate.]

**[HOVER TEXT ON "generative AI": "Generative AI" is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).]

APPENDIX C: SURVEY DATA COLLECTION

Appendix C-1: ABS Invitation Letter*

EPOP
Entrepreneurship in the Population
Understanding Entrepreneurship in the US

FEBRUARY 2024

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 secure 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.

Sidebar:

$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 & Noble

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

*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 regulations 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

EPOP

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

✳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)

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 helping us understand the views and experiences of U.S. adults about owning a business or being self-employed.

We want to hear from <u>everyone</u> – whether you plan to or currently own a business <u>or</u> <u>not</u> – 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 background, 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.

You'll get a **$15 e-gift code of your choice** 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:2023 to EPOP:2024**

EPOP Survey Round(s)	Prior Round Variable Name	EPOP:2024 Variable Name
2022 & 2023	PE_CAPITAL_5_1	PE_CAPITAL_5_1_Y3
2022 & 2023	PE_CAPITAL_5_2	PE_CAPITAL_5_2_Y3
2022 & 2023	PE_CAPITAL_5_3	PE_CAPITAL_5_3_Y3
2022 & 2023	PE_CAPITAL_5_4	PE_CAPITAL_5_4_Y3
2022 & 2023	PE_CAPITAL_5_5	*n/a: Item not included*
Not available	*n/a: Item not included*	PE_CAPITAL_5_5_Y3
2022 & 2023	PE_CAPITAL_5_6	*n/a: Item not included*
2022 & 2023	PE_CAPITAL_5_7	PE_CAPITAL_5_6_Y3
Not available	*n/a: Item not included*	PE_CAPITAL_5_7_Y3
2022 & 2023	PE_CAPITAL_6_1	PE_CAPITAL_6_1_Y3
2022 & 2023	PE_CAPITAL_6_2	PE_CAPITAL_6_2_Y3
2022 & 2023	PE_CAPITAL_6_3	*n/a: Item not included*
Not available	*n/a: Item not included*	PE_CAPITAL_6_3_Y3
2022 & 2023	PE_CAPITAL_6_4	*n/a: Item not included*
2022 & 2023	PE_CAPITAL_6_5	*n/a: Item not included*
2022 & 2023	PE_CAPITAL_6_6	PE_CAPITAL_6_4_Y3
2022 & 2023	PE_CAPITAL_6_7	PE_CAPITAL_6_5_Y3
Not available	*n/a: Item not included*	PE_CAPITAL_6_6_Y3
2022 & 2023	PE_CAPITAL_7_1	PE_CAPITAL_7_1_Y3
2022 & 2023	PE_CAPITAL_7_2	PE_CAPITAL_7_2_Y3
2022 & 2023	PE_CAPITAL_7_3	n/a: Item not included
Not available	n/a: Item not included	PE_CAPITAL_7_3_Y3
2022 & 2023	PE_CAPITAL_7_4	n/a: Item not included
2022 & 2023	PE_CAPITAL_7_5	n/a: Item not included

EPOP Survey Round(s)	Prior Round Variable Name	EPOP:2024 Variable Name
2022 & 2023	PE_CAPITAL_7_6	PE_CAPITAL_7_4_Y3
2022 & 2023	PE_CAPITAL_7_7	PE_CAPITAL_7_5_Y3
Not available	n/a: Item not included	PE_CAPITAL_7_6_Y3
2022 & 2023	BO_ADDFINANCE_6_1	BO_ADDFINANCE_6_1_Y3
2022 & 2023	BO_ADDFINANCE_6_2	BO_ADDFINANCE_6_2_Y3
2022 & 2023	BO_ADDFINANCE_6_3	BO_ADDFINANCE_6_3_Y3
2022 & 2023	BO_ADDFINANCE_6_4	BO_ADDFINANCE_6_4_Y3
2022 & 2023	BO_ADDFINANCE_6_5	n/a: Item not included
Not available	n/a: Item not included	BO_ADDFINANCE_6_5_Y3
2022 & 2023	BO_ADDFINANCE_6_6	n/a: Item not included
2022 & 2023	BO_ADDFINANCE_6_7	BO_ADDFINANCE_6_6_Y3
2022 & 2023	BO_ADDFINANCE_7_1	BO_ADDFINANCE_7_1_Y3
2022 & 2023	BO_ADDFINANCE_7_2	BO_ADDFINANCE_7_2_Y3
Not available	n/a: Item not included	BO_ADDFINANCE_7_3_Y3
2022 & 2023	BO_ADDFINANCE_7_3	n/a: Item not included
2022 & 2023	BO_ADDFINANCE_7_4	n/a: Item not included
2022 & 2023	BO_ADDFINANCE_7_5	n/a: Item not included
2022 & 2023	BO_ADDFINANCE_7_6	BO_ADDFINANCE_7_4_Y3
2022 & 2023	BO_ADDFINANCE_7_7	BO_ADDFINANCE_7_5_Y3
2022 & 2023	BO_ADDFINANCE_8_1	BO_ADDFINANCE_8_1_Y3
2022 & 2023	BO_ADDFINANCE_8_2	BO_ADDFINANCE_8_2_Y3
Not available	n/a: Item not included	BO_ADDFINANCE_8_3_Y3
2022 & 2023	BO_ADDFINANCE_8_3	n/a: Item not included
2022 & 2023	BO_ADDFINANCE_8_4	n/a: Item not included
2022 & 2023	BO_ADDFINANCE_8_5	n/a: Item not included
2022 & 2023	BO_ADDFINANCE_8_6	BO_ADDFINANCE_8_4_Y3
2021	BO_CHALLENGE_2_1	BO_CHALLENGE_2_1_Y2

EPOP Survey Round(s)	Prior Round Variable Name	EPOP:2024 Variable Name
2021	BO_CHALLENGE_2_2	BO_CHALLENGE_2_2_Y2
2021	BO_CHALLENGE_2_3	BO_CHALLENGE_2_3_Y2
2021	BO_CHALLENGE_2_4	n/a: Item not included in Year 2
2021	BO_CHALLENGE_2_5	BO_CHALLENGE_2_4_Y2
2021	BO_CHALLENGE_3_1	BO_CHALLENGE_3_1_Y2
2021	BO_CHALLENGE_3_2	BO_CHALLENGE_3_2_Y2
2021	BO_CHALLENGE_3_3	BO_CHALLENGE_3_3_Y2
not available	n/a: Item not included in Year 1	BO_CHALLENGE_3_4_Y2
2021	BO_CHALLENGE_3_4	BO_CHALLENGE_3_5_Y2
2021	BO_CHALLENGE_4_1	BO_CHALLENGE_4_1_Y2
2021	BO_CHALLENGE_4_2	BO_CHALLENGE_4_2_Y2
2021	BO_CHALLENGE_4_3	BO_CHALLENGE_4_3_Y2
2021	BO_CHALLENGE_4_4	BO_CHALLENGE_4_4_Y2
2021	BO_CHALLENGE_4_5	BO_CHALLENGE_4_5_Y2
2021	BO_CHALLENGE_4_6	BO_CHALLENGE_4_6_Y2
2021	BO_CHALLENGE_4_7	BO_CHALLENGE_4_7_Y2
2021	BO_CHALLENGE_4_8	BO_CHALLENGE_4_8_Y2
not available	n/a: Item not included in Year 1	BO_CHALLENGE_4_9_Y2
not available	n/a: Item not included in Year 1	BO_CHALLENGE_4_10_Y2
2021	BO_CHALLENGE_4_9	BO_CHALLENGE_4_11_Y2
2021	BO_CHALLENGE_5_1	BO_CHALLENGE_5_1_Y2
2021	BO_CHALLENGE_5_2	BO_CHALLENGE_5_2_Y2
2021	BO_CHALLENGE_5_3	BO_CHALLENGE_5_3_Y2
2021	BO_CHALLENGE_5_4	BO_CHALLENGE_5_4_Y2
2021	BO_CHALLENGE_5_5	BO_CHALLENGE_5_5_Y2
not available	n/a: Item not included in Year 1	BO_CHALLENGE_5_6_Y2
2021	BO_CHALLENGE_5_6	BO_CHALLENGE_5_7_Y2

EPOP Survey Round(s)	Prior Round Variable Name	EPOP:2024 Variable Name
2021	BO_CHALLENGE_ENDA	BO_CHALLENGE_ENDA_Y2
2021	BO_CHALLENGE_ENDB	BO_CHALLENGE_ENDB_Y2
2021	BO_CHALLENGE_ENDC	BO_CHALLENGE_ENDC_Y2
2021	BO_CHALLENGE_ENDD	BO_CHALLENGE_ENDD_Y2
2021	BO_CHALLENGE_ENDE	BO_CHALLENGE_ENDE_Y2
2021	BO_CHALLENGE_ENDF	BO_CHALLENGE_ENDF_Y2
2021	BO_CHALLENGE_ENDG	BO_CHALLENGE_ENDG_Y2
2021	BO_CHALLENGE_ENDH	BO_CHALLENGE_ENDH_Y2
2021	BO_CHALLENGE_ENDI	BO_CHALLENGE_ENDI_Y2
2021	BO_CHALLENGE_ENDJ	BO_CHALLENGE_ENDJ_Y2
2021	BO_CHALLENGE_ENDK	BO_CHALLENGE_ENDK_Y2
2021	BO_CHALLENGE_ENDL	BO_CHALLENGE_ENDL_Y2
2021	BO_CHALLENGE_ENDM	BO_CHALLENGE_ENDM_Y2
not available	n/a: Item not included in Year 1	BO_CHALLENGE_ENDN_Y2
2021	BO_CHALLENGE_ENDN	BO_CHALLENGE_ENDO_Y2
2021	BO_CHALLENGE_ENDO	BO_CHALLENGE_ENDP_Y2
2021	BO_CHALLENGE_ENDP	BO_CHALLENGE_ENDQ_Y2
2021	BO_CHALLENGE_ENDQ	BO_CHALLENGE_ENDR_Y2
2021	BO_CHALLENGE_ENDR	BO_CHALLENGE_ENDS_Y2
2021	BO_CHALLENGE_ENDS	BO_CHALLENGE_ENDT_Y2
2021	BO_CHALLENGE_ENDT	BO_CHALLENGE_ENDU_Y2
2021	BO_CHALLENGE_ENDU	BO_CHALLENGE_ENDV_Y2
not available	n/a: Item not included in Year 1	BO_CHALLENGE_ENDW_Y2
not available	n/a: Item not included in Year 1	BO_CHALLENGE_ENDX_Y2
2021	BO_CHALLENGE_ENDV	BO_CHALLENGE_ENDY_Y2
2021	BO_CHALLENGE_ENDW	BO_CHALLENGE_ENDZ_Y2
2021	BO_CHALLENGE_ENDX	BO_CHALLENGE_ENDAA_Y2

EPOP Survey Round(s)	Prior Round Variable Name	EPOP:2024 Variable Name
2021	BO_CHALLENGE_ENDY	BO_CHALLENGE_ENDBB_Y2
2021	BO_CHALLENGE_ENDZ	BO_CHALLENGE_ENDCC_Y2
not available	n/a: Item not included in Year 1	BO_CHALLENGE_ENDDD_Y2
2021	DEM_HOUSEHOLD_1_RUF	n/a: Item not included in Year 2; refer to DEM_HOUSENUM_DRV
2021	DEM_HOUSEHOLD_2_RUF	DEM_HOUSEHOLD_1_Y2_DRV
2021	DEM_HOUSEHOLD_3_RUF	DEM_HOUSEHOLD_2_Y2_DRV
2021	DEM_HOUSEHOLD_4_RUF	DEM_HOUSEHOLD_3_Y2_DRV
2021	DEM_HOUSEHOLD_5_RUF	DEM_HOUSEHOLD_4_Y2_DRV
2021	DEM_HOUSENUM_RUF	DEM_HOUSENUM_DRV
2021	GP_CONSIDER_1_1	GP_CONSIDER_1_1_Y2
2021	GP_CONSIDER_1_2	GP_CONSIDER_1_2_Y2
2021	GP_CONSIDER_1_3	GP_CONSIDER_1_3_Y2
2021	GP_CONSIDER_1_4	GP_CONSIDER_1_4_Y2
2021	GP_CONSIDER_1_5	GP_CONSIDER_1_5_Y2
2021	GP_CONSIDER_1_6	GP_CONSIDER_1_6_Y2
2021	GP_CONSIDER_1_7	GP_CONSIDER_1_7_Y2
2021	GP_CONSIDER_1_8	GP_CONSIDER_1_8_Y2
2021	GP_CONSIDER_1_9	GP_CONSIDER_1_9_Y2
2021	GP_CONSIDER_1_10	GP_CONSIDER_1_10_Y2
2021	GP_CONSIDER_1_11	GP_CONSIDER_1_11_Y2
2021	GP_CONSIDER_1_12	GP_CONSIDER_1_12_Y2
2021	GP_CONSIDER_1_13	GP_CONSIDER_1_13_Y2
2021	GP_CONSIDER_1_14	GP_CONSIDER_1_14_Y2
2021	GP_CONSIDER_1_15	GP_CONSIDER_1_15_Y2
2021	GP_CONSIDER_1_16	GP_CONSIDER_1_16_Y2
not available	n/a: Item not included in Year 1	GP_CONSIDER_1_17_Y2
2021	GP_CONSIDER_1_17	GP_CONSIDER_1_18_Y2

EPOP Survey Round(s)	Prior Round Variable Name	EPOP:2024 Variable Name
2021	PE_CHALLENGE_1_1	PE_CHALLENGE_1_1_Y2
2021	PE_CHALLENGE_1_2	PE_CHALLENGE_1_2_Y2
2021	PE_CHALLENGE_1_3	PE_CHALLENGE_1_3_Y2
2021	PE_CHALLENGE_1_4	PE_CHALLENGE_1_4_Y2
2021	PE_CHALLENGE_1_5	PE_CHALLENGE_1_5_Y2
not available	n/a: Item not included in Year 1	PE_CHALLENGE_1_6_Y2
not available	n/a: Item not included in Year 1	PE_CHALLENGE_1_7_Y2
2021	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:2024 Variable Name	EPOP:2022 Response Values	EPOP:2023 Response Values	EPOP:2024 Response Values
BO_STARTBIZ _1_PUF	BO_STARTBIZ _1_Y2_PUF	BO_STARTBIZ _1_Y3_PUF	1: Before 1980	1: Before 1990	1: Before 1990
			2: 1980-1989	1: Before 1990	
			3: 1990-1999	2: 1990-1999	2: 1990-1999
			4: 2000-2009	3: 2000-2009	3: 2000-2009
			5: 2010-2014	4: 2010-2014	4: 2010-2014
			6: 2015-2016	5. 2015-2016	5. 2015-2016
			7: 2017-2018	6: 2017-2018	6: 2017-2018
			8: 2019	7: 2019	7: 2019
			9: 2020	8: 2020	8: 2020
			10:2021	9: 2021	9: 2021
			n/a: value not included	10: 2022+	10:2022-2024
BO_STARTBIZ _1_RUF	BO_STARTBIZ _1_Y2_RUF	BO_STARTBIZ _1_Y3_RUF	1: Before 1970	1: Before 1980	1: Before 1980
			2: 1970-1979	1: Before 1980	
			3: 1980-1989	2: 1980-1989	2: 1980-1989
			4: 1990-1999	3: 1990-1999	3: 1990-1999
			5: 2000-2009	4: 2000-2009	4: 2000-2009
			6: 2010	5: 2010	5: 2010
			7: 2011	6: 2011	6: 2011
			8: 2012	7: 2012	7: 2012
			9: 2013	8: 2013	8: 2013
			10: 2014	9: 2014	9: 2014
			11: 2015	10: 2015	10: 2015
			12: 2016	11: 2016	11: 2016
			13: 2017	12: 2017	12: 2017
			14: 2018	13: 2018	13: 2018
			15: 2019	14: 2019	14: 2019
			16: 2020	15: 2020	15: 2020
			17: 2021	16: 2021	16: 2021
			n/a: value not included	17: 2022	17: 2022
			n/a: value not included	18: 2023	18: 2023
					19: 2024
BO_NUMEMP LOY_1_PUF	BO_NUMEMP LOY_1_Y2_P UF	BO_NUMEMP LOY_1_Y3_P UF	0: 0	0: 0	0: 0
			1: 1-4	1: 1-4	1: 1-9
			2: 5-9	2: 5-9	2: 10-49
			3: 10-19	3: 10-19	3: 50-99

EPOP:2022 Variable Name	EPOP:2023 Variable Name	EPOP:2024 Variable Name	EPOP:2022 Response Values	EPOP:2023 Response Values	EPOP:2024 Response Values
			4: 20-49	4: 20-49	4: 100-199
			5: 50-74	5: 50-99	5: 200+
			6: 75-99	5: 50-99	
			7: 100+	6: 100-199	
			7: 100+	7: 200+	

Appendix D-3:   **Data Aggregation of Recoding of EPOP:2024 Variables**

EPOP:2022 Variable Name	EPOP:2023 & EPOP:2024 Variable Name	EPOP:2022 Response Values	EPOP:2023 & EPOP:2024 Response Values
BO_EXITSTRAT _1	BO_EXITSTRAT_ 1_Y2	1. Sold your business at a loss	1. Sold your business at a loss
		2. Sold your business at more or less break even	2. Sold your business at more or less break even
		3. Sold your business at a profit	3. Sold your business at a profit
		4. Bankruptcy or liquidation	4. Bankruptcy or liquidation
		5. Transferred business to a family member	5. Transferred business to a family member
		6. Did not complete any forms/paperwork, just stopped working or taking work	6. Did not complete any forms/paperwork, just stopped working or taking work
		n/a: value not included in Year 1	7. Transferred business to a non-family member
		n/a: value not included in Year 1	8. Converted the business to an employee ownership model
		7. Other, specify: [TEXTBOX]	9. Other, specify: [TEXTBOX]
S_FORMFREE_ STAT_1	S_FORMFREE_S TAT_1_Y2	1. Yes, I am still working for myself as a freelancer, consultant, or independent contractor	1. Yes
		2. No, I stopped working as a freelancer, consultant, or independent contractor within the last 5 years	2. No
		3. No, I stopped working as a freelancer, consultant, or independent contractor more than 5 years ago	2. No

EPOP:2022 Variable Name	EPOP:2023 & EPOP:2024 Variable Name	EPOP:2022 Response Values	EPOP:2023 & EPOP:2024 Response Values
S_GIGPLATFORM_DRV	S_GIGPLATFORM_Y2_DRV	1: Confirmed Gig Platform: Services	1: Confirmed Gig Platform: Services
		2: Confirmed Gig Platform: Selling/Renting of Goods	2: Confirmed Gig Platform: Selling/Renting of Goods
		3: Confirmed Gig Platform: Online Surveys	3: Confirmed Gig Platform: Online Surveys
		4: Payment Provider	4: Payment Provider
		5: Unconfirmed Gig Work	5: Unconfirmed/unlikely Gig Work
		6: Unlikely Gig Work	5: Unconfirmed/unlikely Gig Work
DEM_MARITAL_PUF	DEM_MARITAL_Y2_PUF	1: Married	1: Married/Cohabitating
		2: Widowed	2: Widowed/Divorced/Separated
		3: Divorced/Separated	2: Widowed/Divorced/Separated
		4: Single	3: Single
		5: Cohabitating	1: Married/Cohabitating
BO_NUMEMPLOY_1_RUF	BO_NUMEMPLOY_1_Y2_RUF	0: 0	0: 0
		1: 1	1: 1
		2: 2	2: 2
		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

EPOP:2022 Variable Name	EPOP:2023 & EPOP:2024 Variable Name	EPOP:2022 Response Values	EPOP:2023 & EPOP:2024 Response Values
		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+
BO_REVENUE_1_PUF	BO_REVENUE_1_Y2_PUF	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
		11: 250,000-499,999	11: 250,000-499,999
		12: 500,000-999,999	12: 500,000+
		13: 1,000,000+	12: 500,000+
BO_REVENUE_2_PUF	BO_REVENUE_2_Y2_PUF	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

EPOP:2022 Variable Name	EPOP:2023 & EPOP:2024 Variable Name	EPOP:2022 Response Values	EPOP:2023 & EPOP:2024 Response Values
		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
		11: 250,000-499,999	11: 250,000+
		12: 500,000+	11: 250,000+

APPENDIX E: SURVEY WEIGHTING

Appendix E-1: EPOP:2024 Weighting Flowchart
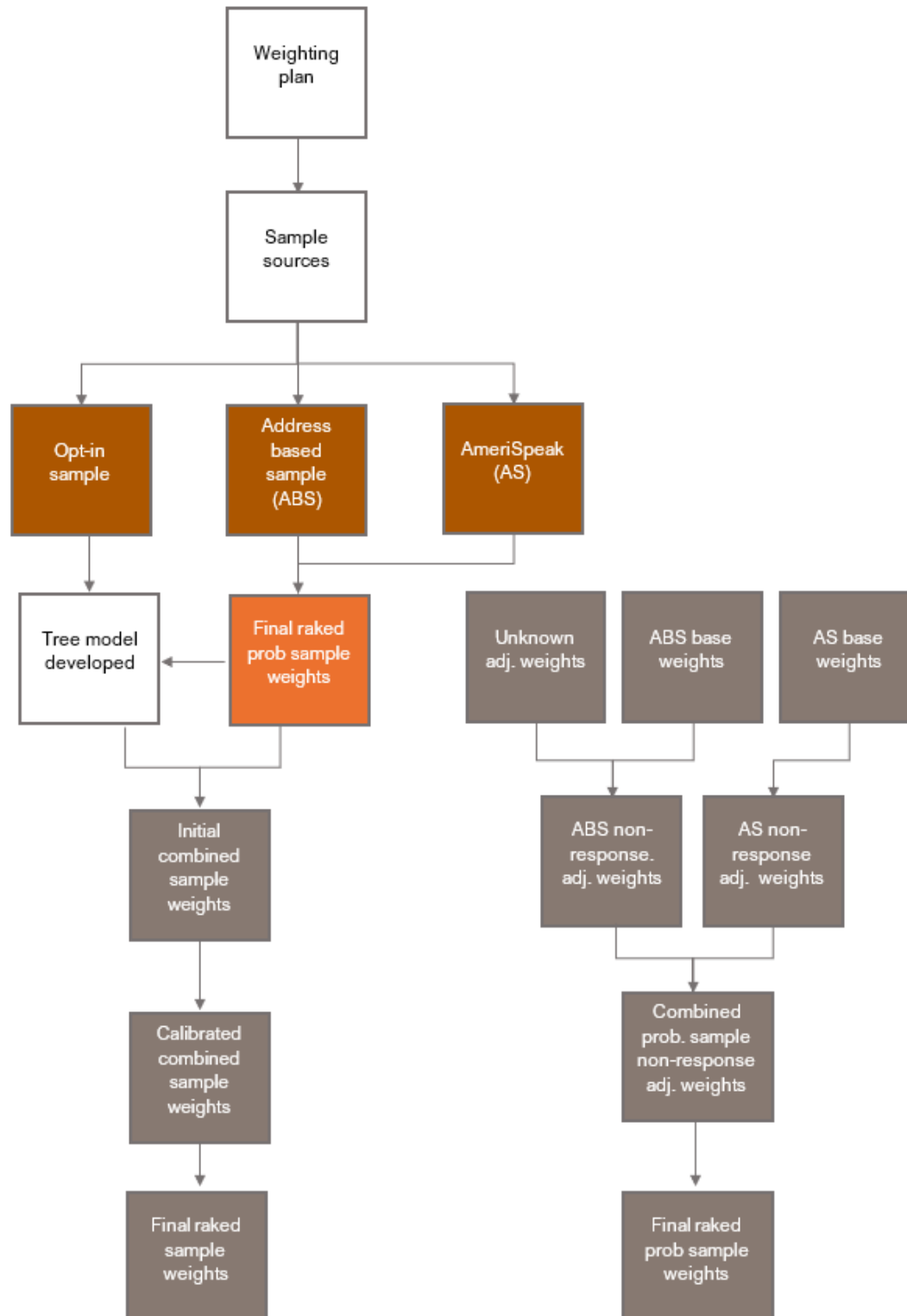
APPENDIX F: EPOP:2024 QUESTIONNAIRE

Entrepreneurship in the Population Survey: 2024

Instruction for Data Users and Readers

The EPOP:2024 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.
- Text shown in bright orange and underlined was displayed to the respondent and included a link to explanatory hover text that could be displayed if the respondent wanted further explanation.
- Dark orange 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 Project title:	The Entrepreneurship in the Population Survey: 2024
Abbreviation:	EPOP:2024
Citation:	"Entrepreneurship in the Population (EPOP) Survey Project Questionnaire: 2024." NORC at the University of Chicago. November 14, 2024. EPOP.norc.org.

Researchers are welcome to use some or all the EPOP Survey questionnaire for other collections. However, we respectively 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 this provided citation.

Please note that there are a new set of survey items included in the EPOP:2024 asked of microbusiness owners (i.e., business owners with 0-9 employees) – those items were developed and funded by the Association of Enterprise Opportunity. The data related to these questions are provided in the EPOP:2024 Public Use File.

EPOP:2024 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 epopsurvey.norc.ORG]

[SHOW IF DEM_AGE_RANGE = 777,998,999]

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 epopsurvey.norc.org]

[SHOW IF PANEL_TYPE=20,21]

DEM_STATE.

In what state do you currently live?

[DROPDOWN LIST OF STATES]

[SHOW IF PANEL_TYPE=20,21 AND DEM_STATE=CA, FL, TX]

TERMSORRY_SSI.

Thank you for your time today. Unfortunately, you are not eligible for this study. We appreciate your participation.

SET QUAL=2 AND REDIRECT TO HOME PANEL

[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 epopsurvey.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]

> 1000 I am not sure what county I live in

[SHOW IF DEM_COUNTY = 1000, 77,98, 999]

DEM_CITY.

In what city do you currently live?

[TEXTBOX]

[SHOW IF DEM_COUNTY = 1000, 777, 998, 999]

[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!

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

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   DOV_WORKING = 1.

ELSE DOV_WORKING = 0.

[SHOW IF DOV_WORKING = 1]

S_JOB_1.

Which one of the following best describes your <u>main</u> job/work arrangement in the last week?

If you had <u>more than one job or work arrangement</u>, 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 <u>for-profit</u> company or organization
2. A <u>non-profit</u> company or organization

I WORK FOR THE GOVERNMENT

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

[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 <u>main job or work arrangement</u> 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 <u>other activities</u>.

[HOVER TEXT ON "<u>other activities</u>":

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

[HOVER TEXT: If you have multiple jobs <u>in addition to your main job</u>, 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 <u>second</u> 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 <u>for-profit</u> company or organization
2. A <u>non-profit</u> company or organization

I WORK FOR THE GOVERNMENT

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

---

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

[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 <u>second job/work arrangement</u> 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 <u>other activities</u>.

[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 <u>currently</u> 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 <u>in the past</u> 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 1920-2024]

[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 <u>currently</u> 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 <u>in the past</u> 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 1920-2024]

[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 <u>new</u> 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 <u>considered starting</u> 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 <u>but decided to wait or change your mind</u> ?

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 DOV_WORKING=1: <u>Outside of the forms of employment you have already mentioned,</u> 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 <u>other activities</u>.

[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_WITHRAW = 1   DOV_GROUP = 6 "withdrawn entrepreneur"

ELSE IF DOV_GENPOP = 1   DOV_GROUP = 7 "non-entrepreneur"

DOV_GROUP ASSIGNMENT	Priority
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   DOV_ACTIVITY = 1 "owning your own business"

IF DOV_GROUP = 2 OR 5   DOV_ACTIVITY = 2 "working for yourself as a consultant, freelancer or independent contractor"

IF DOV_GROUP = 3 OR 6   DOV_ACTIVITY = 3 "working for yourself"

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 <u>to pursue</u> this type of work.

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

PE_EMPSTAT_1.

When you first started <u>pursuing the idea</u> 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 <u>pursuing the idea</u> 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 <u>second</u> 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 = 1,2,3,4,5,6]

PE_MOTIVE_1.

To what extent do the following statements reflect the reasons you [IF DOV_GROUP = 1,2,4,5: started/IF DOV_GROUP = 3: want to start/ELSE: wanted to start] [INSERT DOV_ACTIVITY].

You can strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree.

GRID ITEMS

    A. To make a difference in the world
    B. To build great wealth or a very high income
    C. To continue a family tradition
    D. To earn a living because jobs are scarce

RESPONSE OPTIONS

    1. Strongly agree
    2. Somewhat agree
    3. Neither agree nor disagree
    4. Somewhat disagree
    5. Strongly disagree

[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 <u>technical or market research steps</u> 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]

PE_STEPS_3.

Which of the following <u>business development steps</u> did you (or you and your co-developers/collaborators) take with <u>business support organizations</u> 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 <u>business financing steps</u> 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 <u>organizational planning steps</u> 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 <u>staffing and growth steps</u> 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 <u>financial or economic security challenges</u> [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 <u>business operations challenges</u> [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 <u>customer reach challenges</u> [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 <u>resource or support challenges</u> [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 <u>economy or market challenges</u> [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 <u>start</u> [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 <u>pursuing or starting up</u> 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

CAPITAL SOURCE	AMOUNT RECEIVED
[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 <>777777777,999999998,999999999]

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 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 <u>did not use</u> [IF DOV_GROUP = 1, 2, 4, OR 5: to <u>start</u> [INSERT DOV_ACTIVITY]] [IF DOV_GROUP = 3: so far to <u>start up</u> your business idea or working for yourself] [IF DOV_GROUP = 6: when you were trying to <u>start up</u> 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=0,777777777,999999998,999999999,MISSING] Business credit card(s) carrying balances
B. [SHOW IF PE_CAPITAL_1_6 = 0 OR SUM(PE_CAPITAL_WS6 to PE_CAPITAL_WS14)=0 OR ALL(PE_CAPITAL_WS6 to PE_CAPITAL_WS14)=777777777,999999998,999999999,MISSING] 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 OR ALL(PE_CAPITAL_WS6 to PE_CAPITAL_WS14)=777777777,999999998,999999999,MISSING] Business loan from a bank or financial institution (including online lenders)
D. [SHOW IF PE_CAPITAL_1_8 = 0 OR PE_CAPITAL_WS15=0,777777777,999999998,999999999,MISSING] Business loan from a federal, state, or local government
E. [SHOW IF PE_CAPITAL_1_9 = 0 OR PE_CAPITAL_WS16=0,777777777,999999998,999999999,MISSING] Business loan/investment from family/friend(s)
F. [SHOW IF PE_CAPITAL_1_10 = 0 OR PE_CAPITAL_WS17=0,777777777,999999998,999999999,MISSING] Investment by venture capitalist(s)/angel investor(s)
G. [SHOW IF PE_CAPITAL_1_11 = 0 OR PE_CAPITAL_WS18=0,777777777,999999998,999999999,MISSING] Crowdfunding (Kickstarter, Indiegogo, etc.)

H. [SHOW IF PE_CAPITAL_1_12 = 0 OR SUM(PE_CAPITAL_WS19-
PE_CAPITAL_WS22)=0 OR ALL(PE_CAPITAL_WS19-
PE_CAPITAL_WS22)=777777777,999999998,999999999,MISSING] 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. Available grant funding amount was too small
6. Other (specify): [TEXTBOX]
7. I did not need grant funding

[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. Expected unfavorable interest rate or loan repayment terms
4. Expected to be declined
5. Other (specify): [TEXTBOX]
6. I did not need funding from a bank

[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. Expected unfavorable interest rate or loan repayment terms
4. Expected to be declined
5. Other (specify): [TEXTBOX]
6. I did not need funding from [IF COUNT_PECAP3>1: these sources /else: this source]

[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 <u>primary</u> 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 <u>second most</u> 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 1920-2024]

[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_OWNERSHIP_1.

[IF DOV_GROUP = 1: Is/ELSE: Was] this business owned only by yourself, only by yourself and your spouse, or by yourself and some other people or businesses?

RESPONSE OPTIONS

1. Self only
2. Self and spouse only
3. Self and other

[SHOW IF BO_OWNERSHIP_1 = 3]

BO_OWNERSHIP_2.

Including yourself, how many total people or other businesses or financial institutions [IF DOV_GROUP = 1: share, ELSE IF DOV_GROUP = 4: shared] ownership of your business?

RESPONSE OPTIONS

1. Two
2. Three
3. Four
4. Five
5. Six or more

[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 <u>additional</u> 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 <u>continue your work</u> as [INSERT DOV_JOB]. Here, we are referring to funding you received <u>after starting your work</u> as [INSERT DOV_JOB]. When entering the dollar amounts for each funding source, please give your best estimate. <u>These amounts should not include startup funding</u>.

[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

CAPITAL SOURCE	AMOUNT RECEIVED
[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 <>777777777,999999998,999999999]

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 <u>did not use</u> 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. Available grant funding amount was too small
6. Other (specify): [TEXTBOX]
7. I did not need grant funding

[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. Expected unfavorable interest rate or loan repayment terms
4. Expected to be declined
5. Other (specify): [TEXTBOX]
6. I did not need funding from a bank

[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. Expected unfavorable interest rate or loan repayment terms
4. Expected to be declined
5. Other (specify): [TEXTBOX]
6. I did not need funding from [IF COUNT_BOFN4>1: these sources /else: this source]

[SHOW IF BO_ADDFINANCE_1 = 1]

BO_ADDFINANCE_REASON.

For what reason(s) did your business seek additional financing after start-up?

Select all that apply.

RESPONSE OPTIONS

1. Meeting current operating expenses (i.e., payroll, accounts payable, rent, etc.)
2. Refinancing or paying down debt
3. Hiring new employees
4. Securing a new location(s) for the business
5. Adopting or developing new technologies
6. Acquiring new/improved equipment
7. Exploring new business relationships
8. Investing in trainings or professional development
9. 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]

COMPUTE DOV_MICROBIZ (THIS SETS THE <u>MICRO BUSINESS</u> FLAG TO YES)

IF DOV_GROUP = 1

AND

(BO_EMPLOYEES_1 = 10 OR (SUM(BO_NUMEMPLOY_1_A : BO_NUMEMPLOY_1_B) < 10 AND SUM(BO_NUMEMPLOY_1_A : BO_NUMEMPLOY_1_B) > 0))
         DOV_MICROBIZ = 1.

IF DOV_GROUP=1 AND ANY(BO_EMPLOYEES_1_1 THROUGH BO_EMPLOYEES_1_2 = 1) AND ALL BO_NUMEMPLOY_1_A THROUGH BO_NUMEMPLOY_1_B = 777777, 999998, 999999,MISSING

     DOV_MICROBIZ=0.

IF DOV_GROUP=1 AND BO_EMPLOYEES_1=77,98,99

     DOV_MICROBIZ=0.

ELSE DOV_MICROBIZ = 0.

[SHOW IF DOV_MICROBIZ = 1]

BO_IMPACT_1.

Is your business mission-driven, with a focus on environmental sustainability and/or social impact?

RESPONSE OPTIONS

1. Yes
2. No
77. Unsure

[SHOW IF DOV_MICROBIZ = 1 AND BO_IMPACT_1 = 1]

BO_IMPACT_2.

How is your business mission-driven?

Select all that apply.

RESPONSE OPTIONS

1. My business has a social mission (e.g., my business creates economic opportunities for traditionally underserved populations)
2. My business supports a local cause to support my community (e.g., my business donates to community programs)
3. My business cares about environmental sustainability (i.e., my business has taken steps to reduce its emissions or environmental impact)
4. Other (specify): [TEXTBOX]

[SHOW IF DOV_MICROBIZ = 1]

BO_TAX_FILING_1.

How confident do you feel in your ability to maximize tax credits and deductions available to your business? (*Please answer regardless of if you handle tax filing personally or rely on a tax professional.*)

RESPONSE OPTIONS

1. Not at all confident
2. Somewhat confident
3. Very confident
77. Don't know

[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 <u>per week</u> 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 <u>per week</u> 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/X, 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
77. 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 2023 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 = 1,2,4, OR 5]

BO_PLMARGIN_1.

[IF DOV_GROUP = 1 OR 2: In 2023/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 2024)

[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 <u>financial or economic security challenges</u> [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 <u>business operations challenges</u> [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 <u>customer reach challenges</u> [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 <u>resource or support challenges</u> [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 <u>economy or market challenges</u> [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 <u>primary</u> 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

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[SHOW IF DOV_MICROBIZ = 1]

DISPLAY_BO_SERVICES.

Now we want to ask you some questions to help us understand the local availability of services and what supports you want that you may not have access to.

[SHOW IF DOV_MICROBIZ = 1]

BO_SERVICES_1.

Which of the following business support services do you have access to in your local community?

[HOVER TEXT ON "access": Access refers to the availability or opportunity for you to utilize or benefit from services available at no cost, for a flexible fee, or at a discounted rate.]

Select all that apply.

RESPONSE OPTIONS

1. Finding, affording, and/or retaining qualified employees
2. Competing against other/larger businesses
3. Networking opportunities
4. Mentorship
5. Consultation with industry experts
6. Professional advice from business experts (e.g., attorneys, accountants, marketing consultants, or other business service provider)
7. Personalized, one-on-one business coaching
8. Trainings or workshops to help develop key areas of your business
9. Business cohort programs [HOVER TEXT: Group-based training programs designed to help you launch or grow your business]
10. Services run through Small Business Development Centers (SBDCs)
11. Services run through local educational institutions
12. Other (specify): [TEXTBOX]

[SHOW IF DOV_MICROBIZ = 1 AND COUNT(BO_SERVICES_1_1-BO_SERVICES_1_11 = 0)>1 AND BO_SERVICES_1<>77,98,99]

BO_SERVICES_2.

You reported not having access to the following business support services. Which of the following business support services would you <u>most</u> like to have <u>access</u> to in your local community?

[HOVER TEXT ON "<u>access</u>": Access refers to the availability or opportunity for you to utilize or benefit from services available at no cost, for a flexible fee, or at a discounted rate.]

RESPONSE OPTIONS

1. [SHOW IF BO_SERVICES_1_1 = 0] Finding, affording, and/or retaining qualified employees
2. [SHOW IF BO_SERVICES_1_2 = 0] Competing against other/larger businesses
3. [SHOW IF BO_SERVICES_1_3 = 0] Networking opportunities
4. [SHOW IF BO_SERVICES_1_4 = 0] Mentorship
5. [SHOW IF BO_SERVICES_1_5 = 0] Consultation with industry experts
6. [SHOW IF BO_SERVICES_1_6 = 0] Professional advice from business experts (e.g., attorneys, accountants, marketing consultants, or other business service provider)
7. [SHOW IF BO_SERVICES_1_7 = 0] Personalized, one-on-one business coaching
8. [SHOW IF BO_SERVICES_1_8 = 0] Trainings or workshops to help develop key areas of your business
9. [SHOW IF BO_SERVICES_1_9 = 0] <u>Business cohort programs</u> [HOVER TEXT: Group-based training programs designed to help you launch or grow your business]
10. [SHOW IF BO_SERVICES_1_10 = 0] Services run through Small Business Development Centers (SBDCs)
11. [SHOW IF BO_SERVICES_1_11 = 0] Services run through local educational institutions

[SHOW IF DOV_MICROBIZ = 1 AND ANY(BO_SERVICES_1_1-BO_SERVICES_1_11 = 0) AND COUNT(BO_SERVICES_1_1-BO_SERVICES_1_11 = 0) > 2 AND BO_SERVICES_2<>77,98, 99]

BO_SERVICES_3.

Which of the remaining business support services would you <u>second most</u> like to have <u>access</u> to in your local community?

[HOVER TEXT ON "<u>access</u>": Access refers to the availability or opportunity for you to utilize or benefit from services available at no cost, for a flexible fee, or at a discounted rate.]

RESPONSE OPTIONS

1. [SHOW IF BO_SERVICES_1_1 = 0 AND BO_SERVICES_2 <> 1] Finding, affording, and/or retaining qualified employees
2. [SHOW IF BO_SERVICES_1_2 = 0 AND BO_SERVICES_2 <> 2] Competing against other/larger businesses
3. [SHOW IF BO_SERVICES_1_3 = 0 AND BO_SERVICES_2 <> 3] Networking opportunities
4. [SHOW IF BO_SERVICES_1_4 = 0 AND BO_SERVICES_2 <> 4] Mentorship
5. [SHOW IF BO_SERVICES_1_5 = 0 AND BO_SERVICES_2 <> 5] Consultation with industry experts

6. [SHOW IF BO_SERVICES_1_6 = 0 AND BO_SERVICES_2 <> 6] Professional advice from business experts (e.g., attorneys, accountants, marketing consultants, or other business service provider)
7. [SHOW IF BO_SERVICES_1_7 = 0 AND BO_SERVICES_2 <> 7] Personalized, one-on-one business coaching
8. [SHOW IF BO_SERVICES_1_8 = 0 AND BO_SERVICES_2 <> 8] Trainings or workshops to help develop key areas of your business
9. [SHOW IF BO_SERVICES_1_9 = 0 AND BO_SERVICES_2 <> 9] Business cohort programs [HOVER TEXT: Group-based training programs designed to help you launch or grow your business]
10. [SHOW IF BO_SERVICES_1_10 = 0 AND BO_SERVICES_2 <> 10] Services run through Small Business Development Centers (SBDCs)
11. [SHOW IF BO_SERVICES_1_11 = 0 AND BO_SERVICES_2 <> 11] Services run through local educational institutions

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
   - Nondepository 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 <u>primary</u> 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 <u>second most</u> 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]

[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_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_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_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 <u>only</u> 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

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[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 <u>gig work</u> as a primary source of income
 E. Engage in <u>gig work</u> 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

MICROBUSINESS OWNER QUESTIONS

[SHOW IF DOV_MICROBIZ = 1]

DISPLAY_TECH_INTRO.

The next couple of questions are aimed at understanding your experience with "Generative AI" in your business.

"Generative AI" is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).

[SHOW IF DOV_MICROBIZ = 1]

TECH_1.

Is your business currently using <u>generative AI</u>?

[HOVER TEXT ON "generative AI": "Generative AI" is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other

text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).]

RESPONSE OPTIONS

1. Yes
2. No
77. Unsure

[SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

TECH_2.

How is your business currently using <u>generative AI</u> for administration?

Select all that apply.

[HOVER TEXT ON "generative AI": "Generative AI" is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).]

RESPONSE OPTIONS

1. Taking notes during meetings or summarizing meetings
2. Creating internal documents
3. Reporting and compliance tracking
4. None of the above

[SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

TECH_3.

How is your business currently using <u>generative AI</u> for creative design?

Select all that apply.

[HOVER TEXT ON "generative AI": "Generative AI" is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).]

RESPONSE OPTIONS

1. Creating advertising creative
2. Creating graphics
3. Creating logos
4. Creating other design elements
5. None of the above

[SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

TECH_4.

How is your business currently using generative AI for communications?

Select all that apply.

[HOVER TEXT ON "generative AI": "Generative AI" is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).]

RESPONSE OPTIONS

1. Drafting product descriptions and catalogs
2. Chatbots and virtual assistants
3. Drafting emails
4. Developing advertising campaigns
5. Drafting advertising copy
6. Drafting social media posts, blog posts, or website text
7. None of the above

[SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

TECH_5.

How is your business currently using generative AI for strategic decision-making?

Select all that apply.

[HOVER TEXT ON "generative AI": "Generative AI" is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other

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text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).]

RESPONSE OPTIONS

1. Developing business plans
2. Helping make better informed decisions
3. Analyzing/interpreting data
4. Scenario planning and simulation
5. None of the above

[SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

TECH_6.

Besides the examples already discussed, is your business using generative AI for any other reasons?

[HOVER TEXT ON "generative AI": "Generative AI" is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).]

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF DOV_MICROBIZ = 1 AND TECH_6 = 1]

TECH_7.

What other ways is your business using generative AI?

[HOVER TEXT ON "generative AI": "Generative AI" is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).]

[MEDIUM TEXTBOX]

[SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 2 OR 77 OR 98 OR 99]

TECH_8.

Is your business planning to use generative AI within the next 12 months?

[HOVER TEXT ON "generative AI": "Generative AI" is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).]

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1 AND SUM(BO_NUMEMPLOY_1_A : BO_NUMEMPLOY_1_I) > 0]

TECH_9.

How has the adoption of generative AI impacted your workforce? (*By workforce, we refer to all types of workers used in your business, from full- and part-time staff to independent contractors and gig workers.*)

Select all that apply.

[HOVER TEXT ON "generative AI": "Generative AI" is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).]

RESPONSE OPTIONS

1. Increased productivity
2. Changed job roles and responsibilities
3. Decreased workload
4. Other (specify): [TEXTBOX]
5. No noticeable impact

[SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

TECH_10.

How would you describe the impact of generative AI on the efficiency of your business processes?

[HOVER TEXT ON "generative AI": "Generative AI" is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).]

RESPONSE OPTIONS

1. Very positive
2. Positive
3. Neutral
4. Negative
5. Very negative

[SHOW IF DOV_MICROBIZ = 1]

TECH_11.

How much do you agree or disagree with the following statement?

I find it difficult to keep up with technological changes in my industry.

RESPONSE OPTIONS

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[SHOW IF DOV_MICROBIZ = 1]

TECH_12.

Overall, how would you rate your confidence in your business's ability to leverage the following digital technologies?

GRID ITEMS

A. Generative AI for content creation
B. Customer relationship management software or platforms

    C. Human resources software
    D. Payroll software
    E. Accounting software
    F. Digital advertising
    G. Social media
    H. Website development software
    I. Point of sale technology/payment processing
    J. Project management software
    K. Cybersecurity technologies and/or procedures
    L. E-commerce or third-party selling platforms

RESPONSE OPTIONS

    1. Not at all confident
    2. Somewhat confident
    3. Very confident
    4. Not relevant
    77. Don't know

DEMOGRAPHIC QUESTIONS

FINAL_DEMO_INTRO.

There are just a few more questions about yourself.

DEM_HHINC.

What is your total annual <u>household</u> 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_RELAOWN.

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

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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, [CAWI: I; CATI: you] live by [CAWI: myself; CATI: yourself]
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

DEM_INCARCERATED.

Are you a returning citizen (i.e., an individual who was previously incarcerated)?

RESPONSE OPTIONS

1. Yes
2. No
3. Prefer not to answer

DEM_DISABILITY_1.

Do you have difficulty…

GRID ITEMS

A. Seeing, even if wearing glasses?
B. Hearing, even if using a hearing aid?
C. Walking or climbing steps?
D. Remembering or concentrating?
E. With self-care, such as washing all over or dressing?
F. Communicating or speaking in your usual language, for example understanding or being understood?
G. Doing errands alone such as visiting a doctor's office or shopping because of a physical, mental, or emotional condition?

RESPONSE OPTIONS

1. No difficulty
2. Some difficulty
3. A lot of difficulty
4. Cannot do at all

DEM_DISABILITY_2.

Do you receive income because of any kind of disability or health condition (such as Disability Insurance, Supplemental Security Income, or VA Disability Compensation)?

RESPONSE OPTIONS

1. Yes
2. No