![EPOP logo](Understanding Entrepreneurship in the US)

Entrepreneurship in the Population Survey
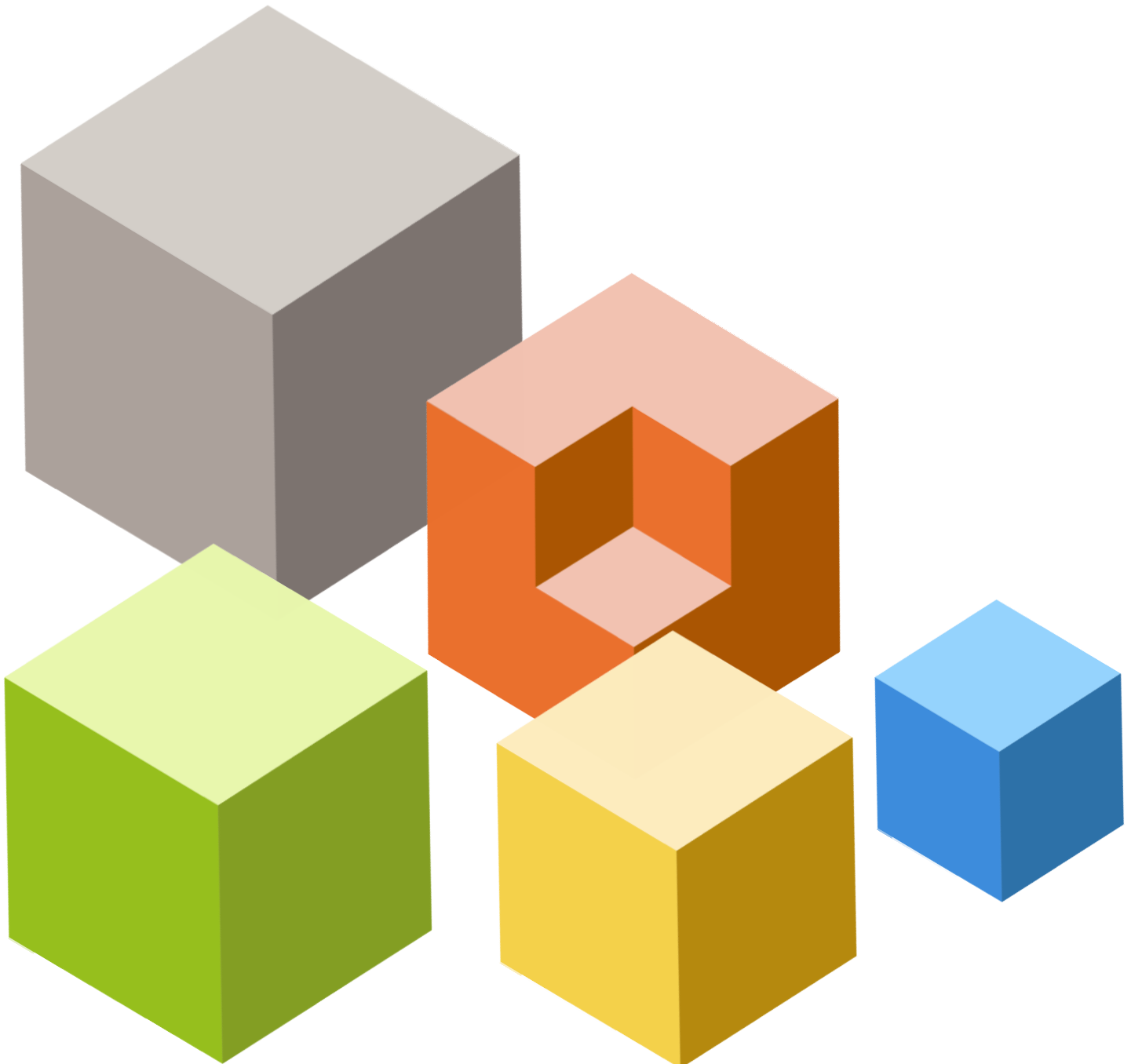
EPOP:2025 Survey Item Crosswalk

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:

Full Project Title:	The Entrepreneurship in the Population Survey Project: 2025
Project Abbreviation:	EPOP Survey
Survey Cycle Abbreviation:	EPOP:2025
Full Report Title:	Entrepreneurship in the Population Survey Item Crosswalk: 2025
Report Abbreviation:	EPOP:2025 Survey Item Crosswalk
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Entrepreneurship in the Population (EPOP:2025) Survey Item Crosswalk Overview

ABOUT THE EPOP SURVEY PROJECT

The Entrepreneurship in the Population (EPOP) 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**.

EPOP SURVEY PROJECT OVERVIEW

The EPOP Survey has been conducted in 2022, 2023, 2024 and 2025; one more annual collections is planned. The survey is designed to understand the scope of entrepreneurial activities from adults 18 years and up 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 previously took 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.

Information about the EPOP Survey methods, data availability, publications, and access to data user support may be found on the project's website: **https://epop.norc.org/**.

WHAT IS THE EPOP SURVEY CROSSWALK?

The EPOP Survey Item Crosswalk is a guide for navigating and exploring the EPOP Survey items. The Crosswalk transforms the 2025 version of the survey instrument into a user-friendly roadmap that takes you to where you want to go, without having to follow all of the complicated programming language shown in the questionnaire document. The Crosswalk includes all of the EPOP:2025 Survey items and highlights which ones are new relative to EPOP:2024. In the EPOP Survey, each respondent is logically assigned to one entrepreneurship group based on the entrepreneurial activity reported in the initial screening items. The seven (7) different groups are:

1. Current Business Owner
2. Current Freelancer
3. Nascent Entrepreneur
4. Former Business Owner
5. Former Freelancer
6. Withdrawn Entrepreneur
7. Non-Entrepreneur

The EPOP Survey Item Crosswalk isolates the various follow-up or ancillary survey items asked of each assigned entrepreneurship group to help you visualize the survey pathway using a Color Schema and Number Key shown in the legend. The legend also shows the standard text fills used for the specific entrepreneurship groups in the follow-up survey items. It is worth noting the gig work questions may be asked of any individual regardless of assigned entrepreneurship group and those survey items are specifically flagged, too. In EPOP:2025, there is also a set of items asked of microbusiness owners developed and funded by the Association for Enterprise Opportunity and those items are shown as new and are identified separately in the Survey Items list. All survey items are shown two ways in worksheet tabs:

"E" (Entrepreneurship) Group Paths - shows the survey pathway across the seven entrepreneurship groups, and
Survey Items - shows the pathway through all EPOP Survey items with the full question text and flags which entrepreneurship groups were asked the item.

Ideally, this color-coded Crosswalk will facilitate understanding of the EPOP Survey, regardless of your background in questionnaire design.

Entrepreneurship in the Population (EPOP:2025) Survey Item Crosswalk Overview

ITEM TYPE	COLOR SCHEMA FOR ASSIGNED ENTREPRENEURSHIP GROUPS, GIG WORK ITEMS & MICROBUSINESS ITEMS								
S = Simple item, select one response **C** = Complex item, multiresponse **NA** = Not applicable, display item or logic calculation	**Current Business Owner** *Purple*	**Current Freelancer** *Yellow*	**Nascent Entrepreneur** *Blue*	**Former Business Owner** *Orange*	**Former Freelancer** *Green*	**Withdrawn Entrepreneur** *Red*	**Non-Entrepreneur** *Light blue*	**Gig Work Items** *Black*	**MicroBusiness Items** *Pink*
NUMBER KEY									
1 and Dark Shade = survey item is always asked	1	1	1	1	1	1	1	1	1
2 and Light Shade = survey item is dependent and may be asked	2	2	2	2	2	2	2	2	2
3 and Grey = survey item is not asked	3	3	3	3	3	3	3		

SURVEY ITEMS NEW IN 2025	Variable names for items new in the EPOP:2025 Survey relative to EPOP:2024 Survey are indented in the survey list and shown in light yellow highlight:	NEW_VAR_NAME_EXAMPLE

ASSIGNED ENTREPRENEURSHIP GROUP	ACTIVITY TEXT FILL (DOV_ACTIVITY)	JOB TEXT FILL (DOV_JOB)
1. **Current Business Owner**	owning your own business	a current business owner
2. **Current Freelancer**	working for yourself as a freelancer, consultant, or independent contractor	a current freelancer, consultant, or independent contractor
3. **Nascent Entrepreneur**	If participant has owned a business (IF S_FORMBIZ_STAT_1 = 2 OR S_FORMFREE_STAT_1 = 3 THEN): owning another business If participant has not had another business (IF S_FORMBIZ_STAT_1 <> 2 AND S_FORMFREE_STAT_1 <> 3 THEN): working for yourself	an aspiring business owner
4. **Former Business Owner**	owning your own business	a former business owner
5. **Former Freelancer**	working for yourself as a freelancer, consultant, or independent contractor	a former freelancer, consultant, or independent contractor
6. **Withdrawn Entrepreneur**	working for yourself	a former business planner
7. **Non-Entrepreneur**	Not Applicable	Not Applicable

Entrepreneurship in the Population (EPOP:2025) Survey Item Crosswalk Overview

ASSIGNED ENTREPRENEURSHIP "E" GROUPS	S_JOBSTAT_1	S_JOBSTAT_2	S_JOBSTAT_3	S_JOBSTAT_4	S_JOBSTAT_5	S_JOBSTAT_6	S_JOB_1	S_GIGCHECK_1	S_PAIDJOB_1	S_JOB_2	S_GIGCHECK_2	S_FORMBIZ_1	S_FORMBIZ_2	S_ADDBIZ_1	S_ADDBIZ_2	S_ADDBIZ_3	S_FORMBIZ_STAT_1	S_FORMBIZ_STAT_2
Item Type:	S	S	S	C	C	S	S	S	S	S	S	S	S	S	S	S	S	C
Current Business Owner	1	2	2	2	2	2	1	2	2	2	2	2	2	1	2	1	2	2
Current Freelancer	1	2	2	2	2	2	1	2	2	2	2	2	1	3	3	3	2	2
Nascent Entrepreneur	1	2	2	2	2	2	1	2	2	2	2	1	3	3	3	3	2	2
Former Business Owner	1	2	2	2	2	2	1	2	2	2	2	1	3	3	3	3	2	2
Former Freelancer	1	2	2	2	2	2	1	2	2	2	2	1	3	3	3	3	3	3
Withdrawn Entrepreneur	1	2	2	2	2	2	1	2	2	2	2	1	3	3	3	3	3	3
Non-Entrepreneur	1	2	2	2	2	2	1	2	2	2	2	1	3	3	3	3	3	3
Gigworker Items								2			2							
MicroBusiness Items																		

Entrepreneurship in the Population (EPOP:2025) Survey Item Crosswalk Overview

ASSIGNED ENTREPRENEURSHIP "E" GROUPS	S_FORMBIZ_STAT_3	S_FORMFREE_1	S_ADDFREE_1	S_ADDFREE_2	S_ADDFREE_3	S_FORMFREE_STAT_1	S_FORMFREE_STAT_2	S_FORMFREE_STAT_3	S_NASCENT_1	S_WITHDRAW_1	S_INTEREST_2	S_GIGCHECK_3	S_GIGPLATFORM_1	S_GIGPLATFORM_2	S_GIGPLATFORM_3	S_GIGTIME_1	PE_GIGREASON_1	PE_GIGINCOME_1
Item Type:	S	S	S	S	S	S	C	S	S	S	S	S	S	S	C	S	C	S
Current Business Owner	2	2	2	2	2	2	2	2	1	1	3	2	3	2	2	2	2	2
Current Freelancer	2	2	1	2	1	2	2	2	1	1	3	2	1	2	2	2	2	2
Nascent Entrepreneur	2	1	3	3	3	2	2	2	1	1	3	2	3	2	2	2	2	2
Former Business Owner	2	1	3	3	3	2	2	2	1	1	3	2	3	2	2	2	2	2
Former Freelancer	3	1	3	3	3	2	2	2	1	1	3	2	3	2	2	2	2	2
Withdrawn Entrepreneur	3	1	3	3	3	3	3	3	1	1	1	2	3	2	2	2	2	2
Non-Entrepreneur	3	1	3	3	3	3	3	3	1	1	3	2	3	2	2	2	2	2
Gigworker Items												1	2	2	2	2	2	2
MicroBusiness Items																		

Entrepreneurship in the Population (EPOP:2025) Survey Item Crosswalk Overview

ASSIGNED ENTREPRENEURSHIP "E" GROUPS	COMPUTE_DOV	PE_EMPSTAT_1	PE_EMPSTAT_2	PE_REASONS_1	PE_REASONS_2	PE_REASONS_3	PE_MOTIVE_1	ENTR_EXPERIENCE_1	ENTR_EXPERIENCE_2	ENTR_EXPERIENCE_3	PE_STEPS_1	PE_STEPS_2	PE_STEPS_3	PE_STEPS_4	PE_STEPS_5	PE_STEPS_6	PE_STEPS_7	PE_STEPS_8
Item Type:	NA	S	C	C	S	S	S	S	S	S	C	C	C	C	C	C	S	C
Current Business Owner		1	2	1	2	2	1	1	1	2	1	1	1	1	1	1	1	2
Current Freelancer		1	2	1	2	2	1	1	1	2	1	1	1	1	1	1	1	2
Nascent Entrepreneur		1	2	1	2	2	1	1	1	2	1	1	1	1	1	1	1	2
Former Business Owner		3	3	3	3	3	1	3	3	3	3	3	3	3	3	3	3	3
Former Freelancer		3	3	3	3	3	1	3	3	3	3	3	3	3	3	3	3	3
Withdrawn Entrepreneur		1	2	1	3	3	1	1	1	2	1	1	1	1	1	1	1	2
Non-Entrepreneur		3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

| **Gigworker Items** | | | | | | | | | | | | | | | | | | |
| **MicroBusiness Items** | | | | | | | | | | | | | | | | | | |

Entrepreneurship in the Population (EPOP:2025) Survey Item Crosswalk Overview

ASSIGNED ENTREPRENEURSHIP "E" GROUPS	PE_STEPS_REASONS	PE_CHALLENGE_1	PE_CHALLENGE_2	PE_CHALLENGE_3	PE_CHALLENGE_4	PE_CHALLENGE_5	PE_CHALLENGE_6	PE_CHALLENGE_7	PE_CAPITAL_1	PE_CAPITAL_INSTITUTION_1	PE_GRANT_TYPE_1	PE_CAPITAL_WS	PE_CAPITAL_2	PE_CAPITAL_3	PE_CAPITAL_4	PE_CAPITAL_5	PE_CAPITAL_6	PE_CAPITAL_7
Item Type:	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C
Current Business Owner	2	3	3	3	3	3	3	3	1	2	2	2	2	2	2	2	2	2
Current Freelancer	2	3	3	3	3	3	3	3	1	2	2	2	2	2	2	2	2	2
Nascent Entrepreneur	2	1	1	1	1	1	1	2	1	2	2	2	2	2	2	2	2	2
Former Business Owner	3	3	3	3	3	3	3	3	1	2	2	2	2	2	2	2	2	2
Former Freelancer	3	3	3	3	3	3	3	3	1	2	2	2	2	2	2	2	2	2
Withdrawn Entrepreneur	2	1	1	1	1	1	1	2	1	2	2	2	2	2	2	2	2	2
Non-Entrepreneur	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Gigworker Items

MicroBusiness Items

Entrepreneurship in the Population (EPOP:2025) Survey Item Crosswalk Overview

ASSIGNED ENTREPRENEURSHIP "E" GROUPS	PE_STOPREASON_1	PE_STOPREASON_2	PE_STOPREASON_3	BO_STARTBIZ_1	BO_ACQOWN_1	BO_OWNERSHIP_1	BO_OWNERSHIP_2	BO_LEGALSTAT_1	BO_BIZTYPE_1	BO_CLIENT_1	BO_WORKHOME_1	BO_BIZEMERGE_1	BO_COLLAB_1	BO_ADDFINANCE_1	BO_ADDFINANCE_2	BO_ADDFINANCE_INSTITUTION_1	BO-GRANT_TYPE_1	BO_ADDFINANCE_WS
Item Type:	C	S	S	C	S	S	S	S	S	S	S	S	S	S	C	C	C	C
Current Business Owner	3	3	3	1	1	1	2	1	1	3	1	1	1	1	2	2	2	2
Current Freelancer	3	3	3	1	3	3	3	3	3	1	1	1	1	1	2	2	2	2
Nascent Entrepreneur	3	3	3	3	3	3	3	3	3	3	3	1	1	3	3	3	3	3
Former Business Owner	3	3	3	1	1	1	2	1	1	3	1	1	1	1	2	2	2	2
Former Freelancer	3	3	3	1	3	3	3	3	3	1	1	1	1	1	2	2	2	2
Withdrawn Entrepreneur	1	2	2	3	3	3	3	3	3	3	3	1	1	3	3	3	3	3
Non-Entrepreneur	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Gigworker Items	

MicroBusiness Items	

Entrepreneurship in the Population (EPOP:2025) Survey Item Crosswalk Overview		BO_ADDFINANCE_3	BO_ADDFINANCE_4	BO_ADDFINANCE_5	BO_ADDFINANCE_6	BO_ADDFINANCE_7	BO_ADDFINANCE_8	BO_ADDFINANCE_REASON	BO_EMPLOYEES_1	BO_NUMEMPLOY_1	BO_IMPACT_1	BO_IMPACT_2	BO_TAX_FILING_1	BO_WEEKSWK_1	BO_HOURSWK_1	BO_WEEKSWK_2	BO_HOURSWK_2	BO_EMPBENEFIT_1	BO_EMPBENEFIT_HEALTHINS_1
Item Type:		C	C	C	C	C	C	C	C	C	S	C	S	C	C	C	C	C	S
ASSIGNED ENTREPRENEURSHIP "E" GROUPS	**Current Business Owner**	2	2	2	2	2	2	2	1	2	2	2	2	1	1	3	3	1	2
	Current Freelancer	2	2	2	2	2	2	2	1	2	2	2	2	1	1	3	3	3	3
	Nascent Entrepreneur	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
	Former Business Owner	2	2	2	2	2	2	2	1	2	2	2	2	3	3	1	1	1	2
	Former Freelancer	2	2	2	2	2	2	2	1	2	2	2	2	3	3	1	1	3	3
	Withdrawn Entrepreneur	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
	Non-Entrepreneur	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Gigworker Items																			
MicroBusiness Items									1	2	1								

Entrepreneurship in the Population (EPOP:2025) Survey Item Crosswalk Overview		BO_EMPBENEFIT_HEALTHINS_2	BO_ONLINE_1	REMOTE_2	REMOTE_3	BO_CASH	BO_REVENUE_1	BO_REVENUE_2	BUSINESS_INTERRUPTIONS_1	BO_PLMARGIN_1	BO_PRIMARYINC_1	BO_PRIMARYINC_2	BO_GOALS_1	BO_GOALS_2	BO_CHALLENGE_1	BO_CHALLENGE_2	BO_CHALLENGE_3	BO_CHALLENGE_4	BO_CHALLENGE_5
	Item Type:	S	S	S	S	S	C	C	C	S	S	S	S	S	C	C	C	C	C
ASSIGNED ENTREPRENEURSHIP "E" GROUPS	**Current Business Owner**	2	1	1	2	1	1	3	1	1	1	3	1	1	1	1	1	1	1
	Current Freelancer	3	1	1	2	1	1	3	1	1	1	3	1	1	1	1	1	1	1
	Nascent Entrepreneur	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
	Former Business Owner	2	1	3	3	3	3	1	3	1	3	1	3	3	1	1	1	1	1
	Former Freelancer	3	1	3	3	3	3	1	3	1	3	1	3	3	1	1	1	1	1
	Withdrawn Entrepreneur	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
	Non-Entrepreneur	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Gigworker Items																			
MicroBusiness Items																			

ASSIGNED ENTREPRENEURSHIP "E" GROUPS	BO_CHALLENGE_6	BO_CHALLENGE_7	BO_CHALLENGE_ADDRESS1	BO_CHALLENGE_END	BO_REASONS_1	BO_REASONS_2	BO_SERVICES_1	BO_SERVICES_2	BO_SERVICES_3	BO_LENGTH_1	BO_POSTPLANS_1	BO_POSTPLANS_2	BO_NUMPREVBIZ_1	BO_EXITSTRAT_1	BO_INDUSTRY_1	GP_CONSIDER_1	GP_CONSIDER_2	GP_CONSIDER_3
Item Type:	C	C	C	C	S	S	C	S	S	S	S	S	S	S	S	C	S	S
Current Business Owner	1	2	2	3	3	3	2	2	2	1	1	3	1	3	1	3	3	3
Current Freelancer	1	2	2	3	3	3	2	2	2	1	1	3	1	3	1	3	3	3
Nascent Entrepreneur	3	3	3	3	3	3	3	3	3	3	3	3	3	1	3	3	3	3
Former Business Owner	1	2	2	2	2	2	2	2	2	3	3	1	1	1	1	3	3	3
Former Freelancer	1	2	2	2	2	2	2	2	2	3	3	1	1	1	1	3	3	3
Withdrawn Entrepreneur	3	3	3	3	3	3	3	3	3	3	3	3	3	3	1	3	3	3
Non-Entrepreneur	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	1	2	2
Gigworker Items																		
MicroBusiness Items							1	2	2									

Entrepreneurship in the Population (EPOP:2025) Survey Item Crosswalk Overview

ASSIGNED ENTREPRENEURSHIP "E" GROUPS	ENTR_CHALLENGES_1	GP_EMPLOYEE LENGTH_1	GP_EMPLOYER LENGTH_1	GP_NUMEMPSTART_1	GP_WEEKSWK_1	GP_HOURSWK_1	GP_EMPBENEFIT_1	REMOTE_1	GP_NEWJOB_1	GP_NEWJOB_2	TECH_1	TECH_2	TECH_3	TECH_4	TECH_5	TECH_6	TECH_7	TECH_8
Item Type:	C	S	S	S	C	C	C	S	C	C	C	C	C	C	C	S	C	S
Current Business Owner	3	3	3	3	3	3	3	3	3	3	2	2	2	2	2	2	2	2
Current Freelancer	1	3	3	3	3	3	3	3	3	3	2	2	2	2	2	2	2	2
Nascent Entrepreneur	1	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3
Former Business Owner	3	3	3	3	3	3	3	2	3	3	2	2	2	2	2	2	2	2
Former Freelancer	1	3	3	3	3	3	3	2	3	3	2	2	2	2	2	2	2	2
Withdrawn Entrepreneur	1	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3
Non-Entrepreneur	1	1	1	1	2	2	2	2	2	2	3	3	3	3	3	3	3	3
Gigworker Items																		
MicroBusiness Items											1	2	2	2	2	2	2	2

Entrepreneurship in the Population (EPOP:2025) Survey Item Crosswalk Overview

		TECH_9	TECH_10	TECH_11	TECH_12	DEM_GENDER_BIRTH	DEM_GENDER_CURRENT	DEM_GENDER_TRANS	DEM_GENDER_CONF	DEM_SEX_ORIENT	DEM_HHINC	DEM_STUDENT	DEM_INSUR	DEM_DEBT	DEM_RELAOWN	DEM_HOUSENUM_1	DEM_HOUSENUM_2	DEM_HOUSEHOLD	DEM_HOUSECHILD
	Item Type:	C	S	S	S	S	S	S	S	S	S	S	C	S	S	S	C	C	C
ASSIGNED ENTREPRENEURSHIP "E" GROUPS	**Current Business Owner**	2	2	2	2	1	1	2	2	1	1	1	1	1	1	1	2	1	1
	Current Freelancer	2	2	2	2	1	1	2	2	1	1	1	1	1	1	1	2	1	1
	Nascent Entrepreneur	3	3	3	3	1	1	2	2	1	1	1	1	1	1	1	2	1	1
	Former Business Owner	2	2	2	2	1	1	2	2	1	1	1	1	1	1	1	2	1	1
	Former Freelancer	2	2	2	2	1	1	2	2	1	1	1	1	1	1	1	2	1	1
	Withdrawn Entrepreneur	3	3	3	3	1	1	2	2	1	1	1	1	1	1	1	2	1	1
	Non-Entrepreneur	3	3	3	3	1	1	2	2	1	1	1	1	1	1	1	2	1	1

Gigworker Items																			

MicroBusiness Items	2	2	2	1

Entrepreneurship in the Population (EPOP:2025) Survey Item Crosswalk Overview	DEM_MILITARY_1	DEM_CITIZEN_1	DEM_CITIZEN_2	DEM_INCARCERATED	DEM_DISABILITY_1	DEM_DISABILITY_2
Item Type:	S	S	S	S	S	S
Current Business Owner	1	1	2	1	1	1
Current Freelancer	1	1	2	1	1	1
Nascent Entrepreneur	1	1	2	1	1	1
Former Business Owner	1	1	2	1	1	1
Former Freelancer	1	1	2	1	1	1
Withdrawn Entrepreneur	1	1	2	1	1	1
Non-Entrepreneur	1	1	2	1	1	1
Gigworker Items						
MicroBusiness Items						

ASSIGNED ENTREPRENEURSHIP "E" GROUPS

Entrepreneurship in the Population (EPOP:2025) Survey Item Crosswalk Overview	SURVEY ITEM TEXT	ITEM TYPE	ASSIGNED ENTREPRENEURSHIP GROUPS							Additional Groups	
			Current Business Owner	Current Freelancer	Nascent Entrepreneur	Former Business Owner	Former Freelancer	Withdrawn Entrepreneur	Non-Entrepreneur	Gig Worker Items	Micro-Business Items
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.	S	1	1	1	1	1	1	1		
S_JOBSTAT_2	In the last week, did you do ANY work for pay, even for as little as one hour?	S	2	2	2	2	2	2	2		
S_JOBSTAT_3	In the last week, did you look for work?	S	2	2	2	2	2	2	2		
S_JOBSTAT_4	What were your reasons for not working during the last week?	C	2	2	2	2	2	2	2		
S_JOBSTAT_5	Were you not working for any of the following reasons during the last week?	C	2	2	2	2	2	2	2		
S_JOBSTAT_6	To ask you the right questions, it is important to know your job status.\n\nIn the last week, did you work for pay at a job or business?\n\nWorking 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.	S	2	2	2	2	2	2	2		
S_JOB_1	Which one of the following best describes your main job/work arrangement in the last week?\n\nIf you had more than one job or work arrangement, report on the one for which you worked the most hours.	S	1	1	1	1	1	1	1		
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."\n\nIs your main job or work arrangement gig work?\n\nThese 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.	S	2	2	2	2	2	2	2	2	
S_PAIDJOB_1	In addition to your main job/work arrangement you just described, in the last week did you work for pay at a second job (or business), including part-time, evening, or weekend work?\n\n[ADD HOVER TEXT TO "second job"] [HOVER TEXT: If you have multiple jobs in addition to your main job, report on the additional job for which you worked the most hours.]	S	2	2	2	2	2	2	2		
S_JOB_2	Which one of the following best describes your second job/work arrangement over the last week?	S	2	2	2	2	2	2	2		
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."\n\nIs your second job/work arrangement gig work?\n\nThese 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.	S	2	2	2	2	2	2	2	2	
S_FORMBIZ_1	Have you ever owned a business, professional practice, or farm (excluding consultant, freelancer, and independent contractor work)?	S	2	2	1	1	1	1	1		
S_FORMBIZ_2	You reported you are currently working as a self-employed consultant, freelancer, or independent contractor.\n\nOutside of this work activity, have you ever owned a business, professional practice, or farm (excluding consultant, freelancer, and independent contractor work)?	S	2	1	2	2	2	2	2		

Entrepreneurship in the Population (EPOP:2025) Survey Item Crosswalk Overview	SURVEY ITEM TEXT	ITEM TYPE	ASSIGNED ENTREPRENEURSHIP GROUPS							Additional Groups	
			Current Business Owner	Current Freelancer	Nascent Entrepreneur	Former Business Owner	Former Freelancer	Withdrawn Entrepreneur	Non-Entrepreneur	Gig Worker Items	Micro-Business Items
S_ADDBIZ_1	You reported you currently own [IF S_JOB_1 = 1 & S_JOB_2 = 1: two businesses, professional practices, or farms /ELSE: a business, professional practice, or farm]. Outside of [IF S_JOB_1 = 1 & S_JOB_2 = 1: these businesses /ELSE: this business], do you currently own any other businesses, professional practices, or farms (excluding consultant, freelancer, and independent contractor work)?	S	1	3	3	3	3	3	3		
S_ADDBIZ_2	How many total businesses, professional practices, or farms do you own?	S	2	3	3	3	3	3	3		
S_ADDBIZ_3	Outside of the business(es) you currently own, have you ever in the past owned a business, professional practice, or farm that you closed, sold, or left?	S	1	3	3	3	3	3	3		
S_FORMBIZ_STAT_1	Do you still own this business, professional practice, or farm?	S	2	2	2	2	3	3	3		
S_FORMBIZ_STAT_2	In what year did you close, sell, or leave this business, professional practice, or farm?	C	2	2	2	2	3	3	3		
S_FORMBIZ_STAT_3	Approximately how long ago did you close, sell, or leave this business, professional practice, or farm?	S	2	2	2	2	3	3	3		
S_FORMFREE_1	Have you ever worked for yourself as a consultant, freelancer, or independent contractor either full-time or part-time (you mau have received a Form 1099 or been paid informally off the books)?	S	2	2	1	1	1	1	1		
S_ADDFREE_1	You reported you are currently working [IF S_JOB_1 =2 & S_JOB_2 = 2: in two jobs] as a self-employed consultant, freelancer, or independent contractor. Outside of this work, do you currently work for yourself in any other consultant, freelancer, or independent contractor roles?	S	2	1	3	3	3	3	3		
S_ADDFREE_2	How many total consultant, freelancer, or independent contractor jobs do you have?	S	2	2	3	3	3	3	3		
S_ADDFREE_3	Outside of your current consultant, freelance, or independent contractor work, did you do any consulting, freelance, or independent contractor work in the past that you no longer do now?	S	2	1	3	3	3	3	3		
S_FORMFREE_STAT_1	Are you still working for yourself as a freelancer, consultant, or independent contractor either full-time or part-time?	S	2	2	2	2	2	3	3		
S_FORMFREE_STAT_2	In what year did you stop doing this previous work as a consultant, freelancer, or independent contractor?	C	2	2	2	2	2	3	3		
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.	S	2	2	2	2	2	3	3		
S_NASCENT_1	Are you, alone or with others, currently trying to start a new business, professional practice, or farm, including any form of self-employment, consulting, freelancing, or independent contracting, or selling any goods or services to others?	S	1	1	1	1	1	1	1		
S_WITHDRAW_1	Have you, alone or with others, ever considered starting a new business, professional practice, or farm, including any form of self-employment, consulting, freelancing, or independent contracting, or selling any goods or services to others but decided to wait or change your mind?	S	1	1	1	1	1	1	1		
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?	S	3	3	3	3	3	1	3		

EPOP:2025 Survey Item	SURVEY ITEM TEXT	ITEM TYPE	Current Business Owner	Current Freelancer	Nascent Entrepreneur	Former Business Owner	Former Freelancer	Withdrawn Entrepreneur	Non-Entrepreneur	Gig Worker Items	Micro-Business Items
			ASSIGNED ENTREPRENEURSHIP GROUPS							**Additional Groups**	
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 S_JOBSTAT_1 = 1 OR S_JOBSTAT_2 = 1 OR ANY(S_JOBSTAT_5_1 to S_JOBSTAT_5_5) = 1 OR S_JOBSTAT_6 = 1: Outside of the forms of employment you have already mentioned, in/ELSE: In] the last 6 months have you been paid for any gig work? These tasks might include driving for Uber or Lyft, selling goods through Etsy, completing online tasks on Mechanical Turk, providing graphic design, music, or other services via Fiverr or Upwork, or other activities.	S	2	2	2	2	2	2	2	1	
S_GIGPLATFORM_1	Is your consulting, freelance, or independent contract work conducted through a company that coordinates payments or relationships with clients?	S	3	1	3	3	3	3	3	2	
S_GIGPLATFORM_2	Is the company that coordinates payments or relationships with clients for your [IF DOV_CUR_FREE = 1: freelance, consulting, or independent contract/ELSE: gig] work an online app?	S	2	2	2	2	2	2	2	2	
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: freelance, consulting, or independent contract/ELSE: gig] work?	C	2	2	2	2	2	2	2	2	
S_GIGTIME_1	About how long have you been doing this gig work?	S	2	2	2	2	2	2	2	2	
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]	C	2	2	2	2	2	2	2	2	
PE_GIGINCOME__1	In the last 6 months, about what percent of your household income has come from gig work activities? <i>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.</i> [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] <i>Please choose the option that is closest to your actual percentage.</i>	S	2	2	2	2	2	2	2	2	
COMPUTE_DOV	BASED ON INFORMATION FROM PRIOR SURVEY ITEM RESPONSES, INSTRUMENT ASSIGNS EACH RESPONDENT TO ONE OF THE SEVEN ENTREPRENEURIAL GROUPS TO DETERMINE PATHWAY THROUGH REMAINING SURVEY ITEMS AND FILLS DOV_ACTIVITY AND DOV_JOB ACCORDINGLY.										
PE_EMPSTAT_1	When you first started pursuing the idea of [INSERT DOV_ACTIVITY], what was your employment status?	S	1	1	1	3	3	1	3		
PE_EMPSTAT_2	What were your reasons for not working when you first started pursuing the idea of [INSERT DOV_ACTIVITY]?	C	2	2	2	3	3	2	3		
PE_REASONS_1	How important to you were each of the following reasons for pursuing [INSERT DOV_ACTIVITY]?	C	1	1	1	3	3	1	3		

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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?	S	1	1	1	3	3	3	3		
PE_REASONS_3	Of the remaining very important reasons for pursuing [INSERT DOV_ACTIVITY], which was the second most important to you?	S	1	1	1	3	3	3	3		
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.	S	1	1	1	1	1	1	3		
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?]	S	1	1	1	3	3	1	3		
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?]	S	1	1	1	3	3	1	3		
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?]	S	2	2	2	3	3	2	3		
PE_STEPS_1	Which of the following networking steps did you (or you and your co-developers/collaborators) take to pursue [INSERT DOV_ACTIVITY]?	C	1	1	1	3	3	1	3		
PE_STEPS_2	Which of the following technical or market research steps did you (or you and your co-developers/collaborators) take to pursue [INSERT DOV_ACTIVITY]?	C	1	1	1	3	3	1	3		
PE_STEPS_3	Which of the following business development steps did you (or you and your co-developers/collaborators) take with business support organizations to pursue [INSERT DOV_ACTIVITY]?	C	1	1	1	3	3	1	3		
PE_STEPS_4	Which of the following business financing steps did you (or you and your co-developers/collaborators) take to pursue [INSERT DOV_ACTIVITY]?	C	1	1	1	3	3	1	3		
PE_STEPS_5	Which of the following organizational planning steps did you (or you and your co-developers/collaborators) take to pursue [INSERT DOV_ACTIVITY]?	C	1	1	1	3	3	1	3		
PE_STEPS_6	Which of the following staffing and growth steps did you (or you and your co-developers/collaborators) take to pursue [INSERT DOV_ACTIVITY]?	C	1	1	1	3	3	1	3		
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]?	S	1	1	1	3	3	1	3		
PE_STEPS_8	What other steps did you (or you and your co-developers/collaborators) take to pursue [INSERT DOV_ACTIVITY]?	C	2	2	2	3	3	2	3		
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?	C	2	2	2	3	3	2	3		
PE_CHALLENGE_1	Which of the following financial or economic security challenges [IF DOV_GROUP = 3: have you encountered/ELSE: did you encounter] while pursuing [INSERT DOV_ACTIVITY]?	C	3	3	1	3	3	1	3		
PE_CHALLENGE_2	Which of the following business operations challenges [IF DOV_GROUP = 3: have you encountered/ELSE: did you encounter] while pursuing [INSERT DOV_ACTIVITY]?	C	3	3	1	3	3	1	3		
PE_CHALLENGE_3	Which of the following customer reach challenges [IF DOV_GROUP = 3: have you encountered/ELSE: did you encounter] while pursuing [INSERT DOV_ACTIVITY]?	C	3	3	1	3	3	1	3		
PE_CHALLENGE_4	Which of the following resource or support challenges [IF DOV_GROUP = 3: have you encountered/ELSE: did you encounter] while pursuing [INSERT DOV_ACTIVITY]?	C	3	3	1	3	3	1	3		

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PE_CHALLENGE_5	Which of the following economy or market challenges [IF DOV_GROUP = 3: have you encountered/ELSE: did you encounter] while pursuing [INSERT DOV_ACTIVITY]?	C	3	3	1	3	3	1	3		
PE_CHALLENGE_6	Besides the challenges already discussed, have you encountered any other challenges while pursuing [INSERT DOV_ACTIVITY]?	S	3	3	1	3	3	1	3		
PE_CHALLENGE_7	What other challenges have you encountered while pursuing [INSERT DOV_ACTIVITY]?	C	3	3	2	3	3	2	3		
PE_CAPITAL_1	Did you use any of the following sources of capital to cover the costs related to pursuing or starting up your business [IF DOV_GROUP = 3 OR 6: idea]?	C	1	1	1	1	1	1	3		
PE_CAPITAL_ INSTITUTION_1	Which of the following describe the bank or financial institution from which you received capital?	C	2	2	2	2	2	2	3		
PE_GRANT_TYPE_1	Which of the following describe the source from which you received grant capital?	C	2	2	2	2	2	2	3		
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 [CAWI: type; CATI: tell me] the dollar amount you received from each source. Your best estimate is fine. Please [CAWI: enter; CATI: tell me] in whole dollar amounts.	C	2	2	2	2	2	2	3		
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?	C	2	2	2	2	2	2	3		
PE_CAPITAL_3	Of the sources of capital you did not use [IF DOV_GROUP = 1, 2, 4, OR 5: to start [INSERT DOV_ACTIVITY]] [IF DOV_GROUP = 3: so far to start up your business idea or working for yourself] [IF DOV_GROUP = 6: when you were trying to start up your business idea or working for yourself], did you request funding but not receive any?	C	2	2	2	2	2	2	3		
PE_CAPITAL_4	What reason(s) were you given as to why you were declined funding?	C	1	1	1	1	1	1	3		
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?	C	1	1	1	1	1	1	3		
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?	C	1	1	1	1	1	1	3		

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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]?	C	1	1	1	1	1	1	3		
PE_STOPREASON_1	What were the primary factors that contributed to your decision to stop pursuing working for yourself?	C	3	3	3	3	3	1	3		
PE_STOPREASON_2	You reported the following contributed to your decision to stop pursuing working for yourself. Of these reasons for stopping your business pursuit, which was the primary reason?	S	3	3	3	3	3	2	3		
PE_STOPREASON_3	Of the remaining reasons for stopping your business pursuit, which was the second most important reason?	S	3	3	3	3	3	2	3		
BO_STARTBIZ_1	In what year did you start [INSERT DOV_ACTIVITY]?	C	1	1	3	1	1	3	3		
BO_ACQOWN_1	How did you initially acquire ownership of this business?	S	1	3	3	1	3	3	3		
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?	S	1	3	3	1	3	3	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?	S	2	3	3	2	3	3	3		
BO_LEGALSTAT_1	What [IF DOV_GROUP = 1:is/ELSE,was] this business' legal form of organization?	S	1	3	3	1	3	3	3		
BO_BIZTYPE_1	Would you describe this [IF DOV_GROUP = 1 : current/ELSE: former] business as a/an…	S	1	3	3	1	3	3	3		
BO_CLIENT_1	[IF DOV_GROUP = 2:Do/ELSE,Did] you work primarily for one client/organization?	S	3	1	3	3	1	3	3		
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]?	S	1	1	3	1	1	3	3		
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]?]	S	1	1	1	1	1	1	3		
BO_COLLAB_1	Did you come up with the idea for your business concept on your own, or were you collaborating with other people?	S	1	1	1	1	1	1	3		
BO_ADDFINANCE_1	At any time since you started your work as [INSERT DOV_JOB], did you apply for or use additional financing?	S	1	1	3	1	1	3	3		
BO_ADDFINANCE_2	Did you use any of the following sources of capital for additional financing of your business after start-up?	C	2	2	3	2	2	3	3		
BO_ADDFINANCE_ INSTITUTION_1	Which of the following describe the bank or financial institution from which you received additional capital after start-up?	C	2	2	3	2	2	3	3		
BO-GRANT_TYPE_1	Which of the following describe the source from which you requested grant capital after start-up?	C	2	2	3	2	2	3	3		
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.	C	2	2	3	2	2	3	3		
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?	C	2	2	3	2	2	3	3		

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BO_ADDFINANCE_4	Of the sources of capital you did not use for additional financing after start-up, did you apply for or request funding but not receive any?	C	2	2	3	2	2	3	3		
BO_ADDFINANCE_5	What reason(s) were you given as to why you were declined funding?	C	2	2	3	2	2	3	3		
BO_ADDFINANCE_6	You reported not requesting grant funding for additional financing after start-up. Why did you choose not to request grant funding?	C	2	2	3	2	2	3	3		
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?	C	2	2	3	2	2	3	3		
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?	C	2	2	3	2	2	3	3		
BO_ADDFINANCE_REASON	For what reason(s) did your business seek additional financing after start-up?	C	2	2	3	2	2	3	3		
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.)	C	1	1	3	1	1	3	3		
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.)	C	2	2	3	2	2	3	3		
BO_IMPACT_1	Is your business mission-driven, with a focus on environmental sustainability and/or social impact?	S	2	2	3	2	2	3	3		1
BO_IMPACT_2	How is your business mission-driven?	C	2	2	3	2	2	3	3		2
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.)	S	2	2	3	2	2	3	3		1
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.	C	1	1	3	3	3	3	3		
BO_HOURSWK_1	In the past year, what was the average number of hours per week you spent managing or working in your business?	C	1	1	3	3	3	3	3		
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.	C	3	3	3	1	1	3	3		
BO_HOURSWK_2	In the last year [IF DOV_GROUP = 4:of your business/ELSE: working for yourself], what was the average number of hours per week you spent managing or working in your [IF DOV_GROUP = 5:freelance or consulting] business?	C	3	3	3	1	1	3	3		
BO_EMPBENEFIT_1	Which of the following employee benefits [IF DOV_GROUP = 1: are/ELSE: were] paid totally or partly by your business?	C	1	3	3	1	3	3	3		
BO_EMPBENEFIT_HEALTHINS_1	How much of the cost of health insurance [IF DOV_GROUP = 1: does/ELSE: did] your business cover for employees?	S	2	3	3	2	3	3	3		
BO_EMPBENEFIT_HEALTHINS_2	We would like to understand challenges and opportunities for businesses in offering health benefits. To what extent do you agree or disagree with the following statements about providing health insurance to your employees? I [IF DOV_GROUP = 1: would be/ELSE: would have been] more likely to provide health insurance benefits…	S	2	3	3	2	3	3	3		

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BO_ONLINE_1	[IF DOV_GROUP = 1 OR 2: Do/ELSE: Did] you have a website and/or social media presence (such as Facebook, Twitter, or Instagram) related to your business?	S	1	1	3	1	1	3	3		
REMOTE_2	Thinking of your work as [INSERT DOV_JOB], which of the following best describes whether you telecommute or work remotely?	S	1	1	3	3	3	3	3		
REMOTE_3	Thinking of your employees, which of the following best describes your firm's current telecommuting or remote work policy? Telecommuting/working remotely…	S	2	2	3	3	3	3	3		
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:	S	1	1	3	3	3	3	3		
BO_REVENUE_1	What was the amount of your income or sales and operating revenues, including grants, during 2021 from your work as [INSERT DOV_JOB]?	C	1	1	3	3	3	3	3		
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]?	C	3	3	3	1	1	3	3		
BUSINESS_INTERRUPTIONS_1	In the last year, did you have any of the following?	C	1	1	3	3	3	3	3		
BO_PLMARGIN_1	[IF DOV_GROUP = 1 OR 2: In 2021/ELSE: During the last year of your business' operation], did you have profits, losses, or break even?	S	1	1	3	1	1	3	3		
BO_PRIMARYINC_1	Does your work as [INSERT DOV_JOB] provide your primary source of household income?	S	1	1	3	3	3	3	3		
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?	S	3	3	3	1	1	3	3		
BO_GOALS_1	What would you say your top goal is for the next five years related to work as [INSERT DOV_JOB]?	S	1	1	3	3	3	3	3		
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?	S	1	1	3	3	3	3	3		
BO_CHALLENGE_1	Which of the following financial or economic security challenges [IF DOV_GROUP = 1 OR 2: are you currently facing /ELSE: did you face in your last year of operation] [INSERT DOV_ACTIVITY])?	C	1	1	3	1	1	3	3		
BO_CHALLENGE_2	Which of the following business operations challenges [IF DOV_GROUP = 1 OR 2: are you currently facing /ELSE: did you face in your last year of operation] [INSERT DOV_ACTIVITY])?	C	1	1	3	1	1	3	3		
BO_CHALLENGE_3	Which of the following customer reach challenges [IF DOV_GROUP = 1 OR 2: are you currently facing /ELSE: did you face in your last year of operation] [INSERT DOV_ACTIVITY])?	C	1	1	3	1	1	3	3		
BO_CHALLENGE_4	Which of the following resource or support challenges [IF DOV_GROUP = 1 OR 2: are you currently facing /ELSE: did you face in your last year of operation] [INSERT DOV_ACTIVITY])?	C	1	1	3	1	1	3	3		
BO_CHALLENGE_5	Which of the following economy or market challenges [IF DOV_GROUP = 1 OR 2: are you currently facing /ELSE: did you face in your last year of operation] [INSERT DOV_ACTIVITY])?	C	1	1	3	1	1	3	3		
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])?	C	1	1	3	1	1	3	3		
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])?	C	2	2	3	2	2	3	3		
BO_CHALLENGE_ADDRESS1	Among the challenges you reported, did you take any of the following actions to obtain support or help?	C	2	2	3	2	2	3	3		
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?	C	3	3	3	2	2	3	3		

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BO_REASONS_1	You reported the following reasons for closing your business or stopping working for yourself as a consultant, freelancer, or independent contractor. Of these reasons for closing your business or stopping working for yourself, which was the primary reason?	S	3	3	3	2	2	3	3		
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?	S	3	3	3	2	2	3	3		
BO_SERVICES_1	Which of the following business support services do you have access to in your local community?	C	2	2	3	2	2	3	3		1
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?	S	2	2	3	2	2	3	3		2
BO_SERVICES_3	Which of the remaining business support services would you second most like to have access to in your local community?	S	2	2	3	2	2	3	3		2
BO_LENGTH_1	How long do you see yourself [INSERT DOV_ACTIVITY]?	S	1	1	3	3	3	3	3		
BO_POSTPLANS_1	What are your plans for after you finish [INSERT DOV_ACTIVITY]?	S	1	1	3	3	3	3	3		
BO_POSTPLANS_2	What did you do immediately after you finished [INSERT DOV_ACTIVITY]?	S	3	3	3	1	1	3	3		
BO_NUMPREVBIZ_1	Prior to establishing, purchasing, or acquiring this business/self-employment, how many previous businesses have you owned?	S	1	1	3	1	1	3	3		
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?	S	3	3	3	1	1	3	3		
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?]	S	1	1	1	1	1	1	3		
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.?	C	3	3	3	3	3	3	1		
GP_CONSIDER_2	You reported the following reasons for not starting your own business or working for yourself as a consultant, freelancer, or independent contractor. Of these reasons, which is the primary reason for not starting your own business or working for yourself?	S	3	3	3	3	3	3	2		
GP_CONSIDER_3	You reported the following reasons for not starting your own business or working for yourself as a consultant, freelancer, or independent contractor. Of these remaining reasons, which is the second most important reason for not starting your own business or working for yourself?	S	3	3	3	3	3	3	2		
ENTR_CHALLENGES_1	In your opinion, what are the three biggest challenges business owners and self-employed people are facing today?	C	3	1	1	3	1	1	1		
GP_EMPLOYEE LENGTH_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?	S	3	3	3	3	3	3	1		
GP_EMPLOYER LENGTH_1	Thinking about your [IF DOV_WORKING = 0: most recent job/ELSE: main job (the one that you spend the most time working at)], approximately how long has the business been in existence?	S	3	3	3	3	3	3	1		
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.	S	3	3	3	3	3	3	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.	C	3	3	3	3	3	3	2		

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GP_HOURSWK_1	During the past 12 months, in the weeks worked, how many hours did you usually work each week?	C	3	3	3	3	3	3	2		
GP_EMPBENEFIT_1	Which of the following employee benefits are paid totally or partly by your primary employer?	C	3	3	3	3	3	3	2		
REMOTE_1	Thinking of your main job, which of the following best describes whether you are allowed or required to telecommute or work remotely?	S	3	3	2	2	2	2	2		
GP_NEWJOB_1	In the next year, how likely is it that you will…	C	3	3	3	3	3	3	2		
GP_NEWJOB_2	In the next year, how likely is it that you will…	C	3	3	3	3	3	3	2		
TECH_1	Is your business currently using generative AI?	C	2	2	3	2	2	3	3		1
TECH_2	How is your business currently using generative AI for administration?	C	2	2	3	2	2	3	3		2
TECH_3	How is your business currently using generative AI for creative design?	C	2	2	3	2	2	3	3		2
TECH_4	How is your business currently using generative AI for communications?	C	2	2	3	2	2	3	3		2
TECH_5	How is your business currently using generative AI for strategic decision-making?	C	2	2	3	2	2	3	3		2
TECH_6	Besides the examples already discussed, is your business using generative AI for any other reasons?	S	2	2	3	2	2	3	3		2
TECH_7	What other ways is your business using generative AI?	C	2	2	3	2	2	3	3		2
TECH_8	Is your business planning to use generative AI within the next 12 months?	S	2	2	3	2	2	3	3		2
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.)	C	2	2	3	2	2	3	3		2
TECH_10	How would you describe the impact of generative AI on the efficiency of your business processes?	S	2	2	3	2	2	3	3		2
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.	S	2	2	3	2	2	3	3		2
TECH_12	Overall, how would you rate your confidence in your business's ability to leverage the following digital technologies?	S	2	2	3	2	2	3	3		1
DEM_GENDER_BIRTH	What sex were you assigned at birth on your original birth certificate?	S	1	1	1	1	1	1	1		
DEM_GENDER_CURRENT	How do you describe yourself?	S	1	1	1	1	1	1	1		
DEM_GENDER_TRANS	Would you say you are?	S	2	2	2	2	2	2	2		
DEM_GENDER_CONF	Just to confirm, you were assigned [DEM_GENDER_BIRTH; MAKE FIRST LETTER LOWERCASE] at birth and now you describe yourself as [DEM_GENDER_CURRENT; MAKE FIRST LETTER LOWERCASE]. Is that correct?	S	2	2	2	2	2	2	2		
DEM_SEX_ORIENT	The next question is about sexual orientation. Which of the following best represents how you think of yourself?	S	1	1	1	1	1	1	1		
DEM_HHINC	What is your total annual household income before taxes? Include income earned by anyone residing in your household full-time who is related to you by birth, marriage, or adoption.	S	1	1	1	1	1	1	1		
DEM_STUDENT	During the past week, were you enrolled in or taking courses at a college, university, or trade school?	S	1	1	1	1	1	1	1		
DEM_INSUR	From any source, do you currently have:	C	1	1	1	1	1	1	1		
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?	S	1	1	1	1	1	1	1		
DEM_RELAOWN	Do any of your immediate family members own a business?	S	1	1	1	1	1	1	1		

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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.	S	1	1	1	1	1	1	1		
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.	C	2	2	2	2	2	2	2		
DEM_HOUSEHOLD	Who lives in your household? Only count people who lived in your household more than 3 months in the past 12 months.	C	1	1	1	1	1	1	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.	C	1	1	1	1	1	1	1		
DEM_MILITARY_1	Have you ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard?	S	1	1	1	1	1	1	1		
DEM_CITIZEN_1	Where were you born?	S	1	1	1	1	1	1	1		
DEM_CITIZEN_2	Are you a citizen of the United States?	S	2	2	2	2	2	2	2		
DEM_INCARCERATED	Are you a returning citizen (i.e., an individual who was previously incarcerated)?	S	1	1	1	1	1	1	1		
DEM_DISABILITY_1	Do you have difficulty…	S	1	1	1	1	1	1	1		
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)?	S	1	1	1	1	1	1	1		