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Entrepreneurship in the Population Survey

EPOP: 2022 Methodology Report

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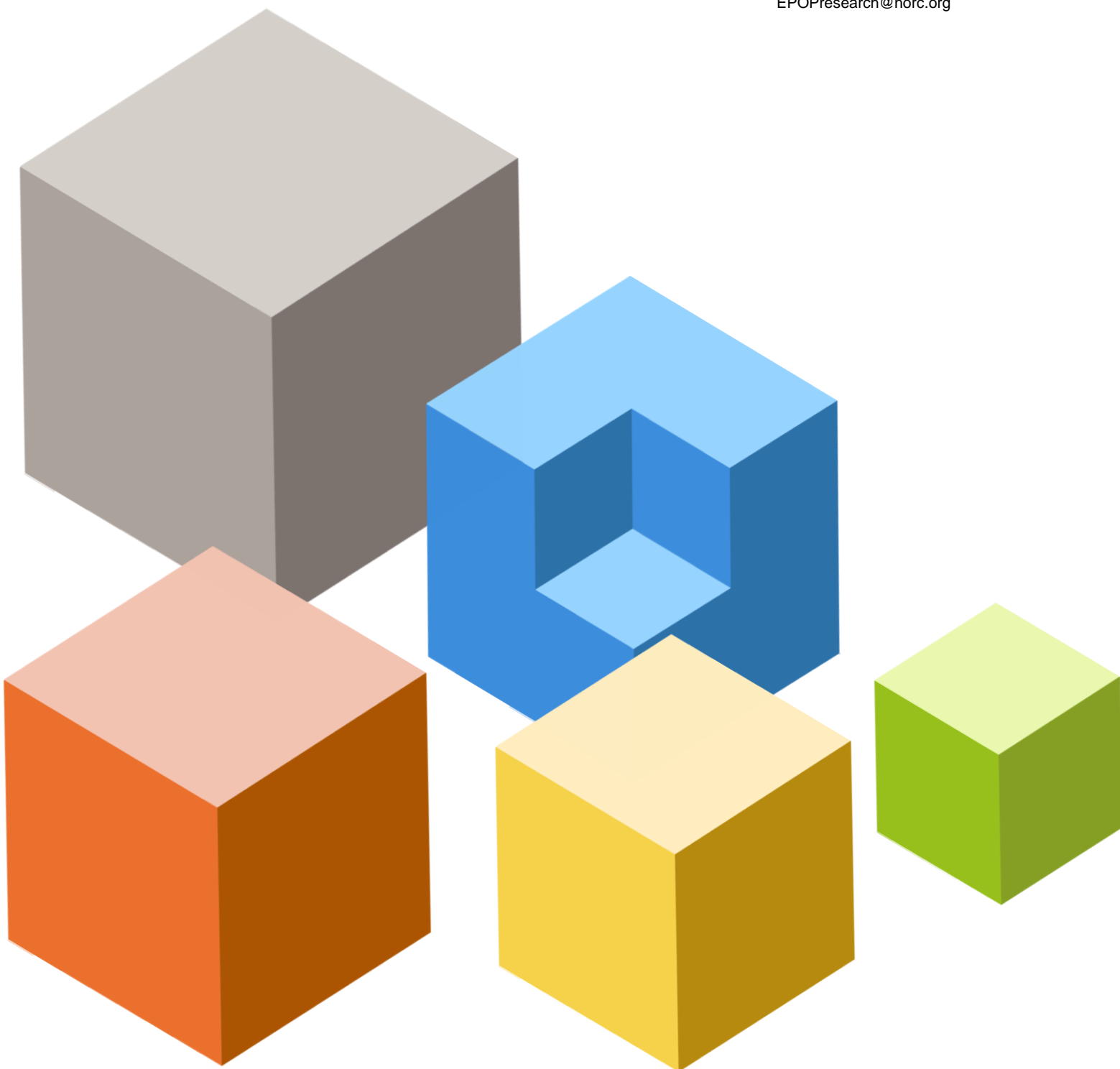
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The Entrepreneurship in the Population Survey Project is being conducted by researchers at NORC at the University of Chicago with funding from a grant from the Ewing Marion Kauffman Foundation. Questions about this research project should be directed 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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1. EPOP SURVEY PROJECT OVERVIEW

The Entrepreneurship in the Population (EPOP) Survey Project, 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 its first year of data collection in 2022. NORC will collect four more years of data from 2023 through 2026.

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

PURPOSE AND GOALS

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

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

EPOP PROGRAM AND SURVEY MANAGER

NORC at the University of Chicago (NORC) is 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. We conduct objective, non-partisan research to help inform people in government, nonprofits, and businesses making decisions on key issues of the day. Our 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 <https://www.norc.org> and connect with us via Twitter (twitter.com/norcnews) or Facebook (facebook.com/NORCatUofC).

SPONSOR AND PARTNER

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

For more information, visit their website at <https://www.Kauffman.org> or connect with Kauffman via Twitter (twitter.com/kauffmanfdn) or Facebook (facebook.com/kauffmanfdn).

PROJECT TIMELINE

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

Prior to conducting the first EPOP Survey round, an extensive survey development and validation process was conducted on a pilot version of the EPOP Survey instrument. The validation process began in July 2021 and concluded in February 2022. It included reviewing the pilot survey instrument and results, key informant interviews with entrepreneurship experts, cognitive interviewing, pretesting the survey instrument, and debriefing the pretest participants (see Section 3 for more details).

Data collection for the first of five annual EPOP Surveys began in February 2022 and concluded in June 2022. Data processing was conducted from June to August 2022. Weighting and non-disclosure reviews were conducted from August to early October 2022. The data was finalized in early October 2022 and released on October 19, 2022.

The project timeline for the first round of the EPOP Survey is summarized in Table 1.

Table 1. EPOP Survey Project Timeline

EPOP Survey Tasks	Start	Finish
Survey Validation	7/14/2021	1/13/2022
Pilot Survey Review	7/14/2021	8/11/2021
Key Informant Interviews	8/4/2021	9/24/2021
Cognitive Interviews	9/27/2021	10/29/2021
Pre-Test Programming and Data Collection	11/1/2021	12/27/2021
Pre-Test Debriefing	1/4/2022	1/13/2022
2022 Survey Conduct	1/14/2022	10/21/2022
Finalize Survey Instrument and Update Programming	1/14/2022	2/14/2022
Survey Data Collection	2/15/2022	6/6/2022
Data Processing	6/7/2022	8/2/2022
Weighting and Non-Disclosure Review	7/19/2022	9/28/2022
Data Analysis and Documentation	9/20/2022	10/18/2022
Data Release and Dissemination	10/19/2022	

Four subsequent EPOP Survey rounds will be conducted in 2023, 2024, 2025, and 2026.

2. SAMPLE DESIGN

SAMPLE DESIGN OBJECTIVES

The target population of the study includes 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 cross 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,¹ but not necessarily by the cross of these variables.

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

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

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

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

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 (AS) Panel, (2) Addressed Based Sample (ABS) frame built from the USPS Delivery Sequence (DSF) file; and (3) non-Probability or 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 the opt-in panels is a nonprobability sample with unknown frame coverage and unknown selection probabilities. The three samples are combined using NORC's proprietary weighting method to generate a set of combined sample weights to support relatively unbiased estimation. See "Combined Sample Weights" in Section 7 for more details about the weighting method.

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 2021, the AmeriSpeak panel contains over fifty thousand active panelists and the cumulative AmeriSpeak panel recruitment response rate is 22.5%. Nonresponse appears to be nonrandom, with minorities, young adults, and adults with low education attainment responding at a lower rate. Potential nonresponse errors are addressed through nonresponse weighting adjustments where adjustment cells are formed by the cross of age, gender, race/ethnicity, and education. Through a final raking adjustment, 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 DSF. 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

The AmeriSpeak and ABS samples are supplemented by samples obtained from opt-in nonprobability panels to increase the study sample size and provide more granular estimates. These opt-in panels are composed of volunteers who are recruited online and who receive some form of compensation for completing surveys, such as small amounts of money or frequent flyer miles, but unlike the AmeriSpeak sample, are not recruited as part of a randomly drawn 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). We describe our methodology for combined estimation from these three samples but note that researchers interested in performing analyses using only probability sample data can do so using the EPOP restricted use file (RUF).

SAMPLE ALLOCATION

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

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

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

These sample allocation targets are set such that:

- (1) state-level estimation achieves similar precision across all the states,
- (2) MSA-level estimation achieves 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 Table A-2 shows the probability sample allocation by state, MSA, and between AmeriSpeak and ABS.

No specific sample allocation is needed for the nonprobability sample because it does not entail an explicit sample design. Instead, the number of complete surveys needed for state and MSA is provided to the sample vendor. The vendor determines how many panelists to contact in order to meet the quotas provided.

The general targets across non-probability samples were to accrue approximately 350 complete surveys per state and approximately 200 completes per MSA. The targets were increased by approximately 100 completes for 8 states (i.e., Alaska, Hawaii, Maine, Montana, New Hampshire, North Dakota, Vermont, and Wyoming) and approximately 40 completes for 6 MSAs (i.e., Birmingham-Hoover, AL, Oklahoma City, OK, Louisville/Jefferson County, KY-IN, Memphis, TN-MS-AR, San Antonio-New Braunfels, TX, and Virginia Beach-Norfolk-Newport News, VA-NC).

SAMPLE SELECTION

The AmeriSpeak sample is selected from the AmeriSpeak Panel using 48 sampling strata based on age, race/ethnicity, education, and gender within each primary sampling stratum, an MSA or the area of the state outside of MSAs. For instance, for the state of Illinois, a stratified sample is

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

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

In the first phase, a stratified sample of 487,507 cases were 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 Table A-4 to see the first phase ABS sample size by state and MSA.

In the second phase, predicted demographic information (e.g., race/ethnicity, education, marital status) and contact information (e.g., phone number, email address) were then appended to the first phase sample by commercial data vendors. The appended data were then used to support sample stratification in the second phase sample selection and to support multimode data collection. NORC was able to append phone numbers to 59% and email to 88.4% of the sample addresses. In the second phase, a stratified sample is selected from each primary sampling stratum where the secondary sampling strata are non-Hispanic Black, Hispanic, and all other non-Hispanic races, defined by the appended predicted race/ethnicity variable from the commercial data vendor reducing the sample size to 84,781 cases. See Appendix Table A-5 to see the second phase ABS sample by state and MSA.

In the third and final phase, a subset of the cases was randomly selected from each stratum – with about 10% selected from the “Others” strata and about 40% selected from the Black/Hispanic strata. After this selection, a sampling vendor was used to append phone numbers and email information to the final case set. The total number of cases in the final sample for EPOP:2022 was 25,883 cases. See Appendix A-6 for the third phase released ABS

sample by State and MSA. The ABS sample was designed to complete 3,268 complete interviews, and the target number of ABS completes by secondary sampling strata is shown in Table A-7 in Appendix A.

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. As discussed in the sample allocation section above, the EPOP:2022 initially targeted 450 surveys from Alaska, Hawaii, Maine, Montana, New Hampshire, North Dakota, Vermont, and Wyoming and 350 surveys from the rest of the states and Washington D.C. Within the total targeted number of 18,650 surveys, the goal was to collect 200 to 240 completes within each of the 50 largest MSAs.

3. INSTRUMENT DESIGN

SURVEY VALIDATION

Survey validation of the EPOP questionnaire consisted of three parts:

1. Key Informant Interviews
2. Cognitive Interviews
3. Pre-Test and Debriefing of the Pre-Test

The following sections will outline why each stage of the survey validation was undertaken and the way in which the results from the analysis were utilized to improve the questionnaire. Each step of the survey validation and development of the final questionnaire was conducted in concert with iterative feedback from the Ewing Marion Kauffman Foundation.

Key Informant Interviews

The Kauffman Foundation provided NORC with a questionnaire from a previously conducted pilot study measuring entrepreneurship in the U.S. population. This pilot study questionnaire was used to form the framework for the EPOP questionnaire. Jessica Looze, Director of Knowledge Creation and Research, and Travis Howe at The Kauffman Foundation provided feedback for the next iteration of the survey validation, the Key Informant interviews.

Below is a list of the changes that were made to the Kauffman pilot survey to create the Key Informant Screener that was discussed with experts in the field of entrepreneurship.

1. To simplify the survey for the Key Informant (KI) interviews, NORC made changes to the screener based on notes from Kauffman as well as other existing surveys such as the Enterprising and Informal Work Activities survey (EIWA).
2. Changes to the screener for KI interviews:
 - a. Developed non-mutually exclusive categories for entrepreneurship. This allowed for respondents to be categorized in more than one entrepreneurship group if applicable.
 - b. Captured the complex relationship between entrepreneurship activities and employment status by asking about multiple jobs.
 - c. Removed items from the screener that did not serve a screening purpose.
 - d. Added in new items to identify and categorize gig workers.

The pilot survey was conducted from June 19, 2020 through August 3, 2020, via an online non-probability panel and by phone among a nationally representative sample of adults 18 and older in the U.S.

The KI interviews were designed to obtain insights from experts in the field of entrepreneurship regarding the face validity of a revised version of the 2020 pilot screening questionnaire previously conducted by the Kauffman Foundation. The Key Informants received memo with details about the request and review needed (Appendix Table B-1), a reference guide and flowchart of the Screener (Appendix Table B-2) and a copy of the of the revised pilot questionnaire. This revised questionnaire had been designed to screen and classify adult respondents using the 8-group typology that was developed by NORC based on preliminary consultations with Kauffman staff. These groups were understood to be non-mutually exclusive and consisted of the following categories:

- *Current Entrepreneurs* (9.3% of the adult population in the 2020 pilot survey): defined as individuals who own their own business,
- *Former Entrepreneurs* (7.3%): defined as individuals who have previously owned their own business,
- *Current Nascent Entrepreneurs* (7.4%): defined as individuals who are actively in the process of starting a business at the time of the survey,
- *Withdrawn Nascent Entrepreneurs* (6.4%): defined as those who considered starting a business, had a specific idea, and took active steps towards the endeavor, but did not ultimately start; including pre-entrepreneurship leavers, missed entrepreneurs, and former nascent entrepreneurs,
- *Current Freelancers* (12.1%): defined as individuals who work on a contract basis for multiple employers,
- *Former Freelancers* (7.0%): defined as individuals who have previously worked on a contract basis for multiple employers but are not doing so currently, and
- *Gig Workers* (unknown percentage of the population in the 2020 pilot survey as they were not differentiated in the pilot).

The Key Informants were interviewed using a Key Informant Interview Guide (Appendix Table B-3) to target key questions as well as allow for idea generation from these experts into content, resources and other areas of development that could be incorporated into a more comprehensive survey instrument.

Cognitive Interviews

After the key informant interviews, NORC conducted cognitive interviews to further improve and refine the survey instrument. NORC recruited fifteen individuals through convenience sampling, looking to accurately represent a diverse set of employment and demographic backgrounds. These individuals completed the draft web survey instrument and then provided

feedback to the EPOP research team in real time via video conferencing as they completed the interview online. Eight participants were male, and seven were female. The racial and ethnic composition was White, Black, Hispanic, and Asian with nine, three, two, and one participant in each of those categories respectively. The interviews were completed virtually using Zoom™ between October 18 to November 1, 2021 and lasted one hour each. As an incentive, \$50 gift cards were provided to each participant for completing their cognitive interview.

Cognitive interview questions included the following:

- Do you feel like the survey is too short, about right, or too long?
- Were there any questions that were particularly difficult to answer? Which ones? And why?
- Which questions were the easiest to answer? And why?
- What could we do to make the survey better?
- What could we do to make more people interested in taking the survey?

The full cognitive interview protocol can be found in Appendix Table B-5.

The cognitive interviewing results produced several actionable findings that led to enhancements of the survey instrument. First, the EPOP research team learned that they needed to adjust the screener—both the wording and logic—to logically classify respondents into entrepreneurship categories for ancillary questions and analysis. Second, the survey instrument needed to better accommodate more complex employment situations. The cognitive interviews directly led to some major changes in the initial screener to capture the myriad of employment outcomes as well as smaller edits and revisions in the questionnaire to describe employment situations. Third, the survey administration time exceeded estimates resulting in cuts to the overall cognitive test instrument.

Pre-Test and Debriefing Interviews

After updating the draft survey instrument based on the cognitive interviewing findings, the EPOP research team fielded a pre-test of the survey instrument using a nationally representative sample of 2,924 AmeriSpeak panel members which included an oversample of known Black and Hispanic business owners. This resulted in 717 pretest survey completes. After screening and classifying the 2,924 into the various entrepreneurship status groups, we conducted 223 debriefing interviews with a subset of the pre-test respondents to determine if the screening classification was correct. The debriefing effort uncovered additional ways to improve the questionnaire to ensure that self-classification using the screener would match an individual's actual status. After making these adjustments, the research team released the final version of the questionnaire used in the fielding of EPOP:2022. The EPOP:2022 questionnaire can be found here: <https://epop.norc.org/content/dam/epop/researchers/pdf/epop-2022-questionnaire.pdf>.

Both the pre-test and debriefing interviews were conducted with NORC's AmeriSpeak panel. Data collection for the pre-test occurred from December 16 to 27, 2021. Pre-test respondents received 6,000 AmeriPoints (equivalent to \$6.00) worth of AmeriPoints as an incentive. At the end of the pre-test, respondents were invited to participate in a follow-up interview for an additional 20,000 AmeriPoints (equivalent to \$20.00) worth of AmeriPoints. The debriefing interviews were conducted by phone from January 4 to January 13, 2022.

MAIN QUESTIONNAIRE

The final EPOP:2022 questionnaire used during data collection was the product of the previously described survey validation procedures. The screener contained the following categories of entrepreneurship: Current Entrepreneur, Current Freelancer, Former Entrepreneur, Former Freelancer, Nascent Entrepreneur, Withdrawn Entrepreneur and General Population. Identifying if a respondent was a Gig Worker was also categorized.

The ancillary questions focused on the following subject areas:

1. Steps taken to pursue entrepreneurial venture,
2. Challenges encountered,
3. Sources of capital and financing strategies,
4. Reasons why the respondent began, continued, and/or stopped their entrepreneurial work,
5. Intricacies of their business (employee count, location, hours worked, type of business, and revenue).

The EPOP:2022 Questionnaire can be found in Appendix E.

Survey Sections

The EPOP:2022 questionnaire is divided into five main sections of questions:

- Entrepreneurship Category Screener
- Pursuing Entrepreneurship,
- Business Ownership Operations,
- Entrepreneurship for a General Population, and
- Demographic Information.

As a note, for the ABS sample, age, ethnicity, and race were asked before the screener section to have the best chance for respondents to answer these questions so that they could be used in weighting. For the AmeriSpeak sample, age, ethnicity, and race are already known for the panel, so these questions were not included.

Entrepreneurship Category Screener Section

The Entrepreneurship Category Screener section asks several questions about the employment status of the respondent in the last week before taking the survey. If respondents are currently working, they are then asked their work arrangement (e.g., self-employed vs. working for a company or government) for as many as two jobs. If respondents indicate that they are working as a freelancer/consultant/independent contractor, then they are asked if this work is considered gig work. If respondents then indicate that they are engaged in gig work, then they are asked about the type of platform they use to administer their gig work relationships and to indicate the name of the company that coordinates payments or relationship with their clients.

For any respondents that indicate not currently owning their own business, they are asked if they ever owned a business in the past or were self-employed as a freelancer/consultant/independent contractor in the past. If they responded yes to this, then follow up questions are asked about how long ago they owned the business and whether the business was still in operation.

Respondents are then asked to indicate if they are currently thinking about starting a new business. Finally, respondents who have not indicated that they are currently or formerly self-employed or thinking about starting a new business are asked if they ever thought about starting a business in the past but withdrew from the idea.

The Entrepreneurship Category Screener items all feed into a categorization scheme with the following prioritization:

1. Respondents flagged as current business owners are categorized as “*current business owners*” regardless of other category affiliations.
2. Respondents flagged as current freelancers, but not as current business owners, are categorized as “*current freelancer*” regardless of other category affiliations.
3. Respondents flagged as thinking of starting a business, but not as current business owners or current freelancers, are categorized as “*nascent entrepreneurs*” regardless of other category affiliations.
4. Respondents flagged as former business owners, but not as current business owners, current freelancers, or nascent entrepreneurs, are categorized as “*former business owners*” regardless of other category affiliations.
5. Respondents flagged as former freelancers, but not as current business owners, current freelancers, nascent entrepreneurs, or former entrepreneurs, are categorized as “*former freelancers*” regardless of other category affiliations.
6. Respondents flagged as formerly considering starting a business, but not as current business owners, current freelancers, nascent entrepreneurs, former entrepreneurs, or former freelancers, are categorized as “*withdrawn entrepreneurs*” regardless of other category affiliations.

7. Finally, all other respondents are categorized as “*non-entrepreneurs*” (also referred to as General Population).

Respondents are then routed through the rest of the questionnaire based on their screener categorization.

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:

- The steps respondents took to pursue self-employment (Current, Nascent, and Withdrawn only),
- The challenges they faced while pursuing self-employment (Nascent and Withdrawn only), and
- The types and amounts of capital they requested and/or received while pursuing self-employment (all categories except general population).

Business Ownership Operations Section

The questions in this section focus on the day-to-day operations of business owners and freelancers/consultants/independent contractors when their businesses were in full operation. For former business owners and freelancers, the questions pertained to the last year when their business was in operation. Specifically, the topics covered in this section include questions on:

- When they started the business or self-employment,
- General descriptions of the type of business,
- Legal status of the business, and
- How they came up with the idea for the business or self-employment.

For current and former business owners and freelancers, this section also asked for the types and amounts of additional financing they requested and/or received to continue the business or self-employment, the number and types of employees they used in their business, how much time they spent managing or working in their business, their revenue and profit/loss margin, their goals for the next five years, their biggest challenges facing their business (or former business), and their post-entrepreneurship plans and exit strategy. Finally, all entrepreneurship categories were asked to indicate the industry that best classifies their current, former, or idea for a business.

General Population Section

The questions in this section focus on respondents who did not have any prior experience with business ownership or a desire to own a business or be self-employed. These respondents are

asked to provide reasons why they have not considered entrepreneurship and to describe their current work arrangements including how long they've been in their current job, how many coworkers they have, how much they've worked in the past year, what type of benefits they receive with their work, and their likelihood of starting a new job or changing jobs in the future.

Demographic Sections

The questions in this section focus on demographic information such as household income, student status, health insurance and benefits, debt amount, education, marital status, number of household members, number of children, military status, and citizenship status. This section also contains some additional attitude questions around the respondent's assessment of their community's economic outlook as well as lingering concerns related to the COVID-19 pandemic.

MODES

The EPOP:2022 questionnaire was administered primarily through the CAWI web instrument where respondents were given a user pin and password in either a letter, postcard, or email with instructions on how to access the survey through the EPOP website. Respondents were given an option to complete the questionnaire by phone if they had difficulty accessing the survey or preferred to complete the survey over the phone, which was administered via CATI.

LANGUAGES

The EPOP:2022 questionnaire was offered in both English and Spanish versions. Respondents were given an opportunity at the beginning of the survey via bilingual instructions to switch the language of the CAWI instrument to Spanish if they desired.

4. DATA COLLECTION

OVERVIEW

Timeline

EPOP Year 1 Data collection started on February 15, 2022, with the release of AS sample. The ABS advanced letters were mailed approximately 12 days later, on February 28, 2022. Data collection for Year 1 officially ended on June 6, 2022. In total, 32,031 surveys were completed from each of the sample types:

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

The distribution of surveys by sample type and state and MSA are shown in Appendix Tables C-1 and C-2.

Survey Branding

To increase legitimacy and ensure the highest response rates possible, the EPOP project team paid particular attention to the survey branding. As with any project, the name of the survey plays an important role in respondent buy-in and the success of a study. The EPOP project team carefully chose the final survey name *Entrepreneurship in the Population (EPOP) Survey*. The name was chosen as it clearly communicates the purpose of the project as well as provided a catchy and aesthetically pleasing acronym to use across all materials. Once a final name was chosen, the team developed several project logos utilizing the EPOP acronym to be applied across respondent materials and other project-related items such as the EPOP website. The color schemes and graphics used in the logo guaranteed versatility so that logos could be clearly read and understood wherever used. The meticulous effort around survey branding increased the likelihood that respondents would quickly understand the topic/purpose of the survey and distinguish it as a legitimate and important survey.

Sample Member Support and Website

To provide full support to all sample members during and after data collection has ended, the EPOP team developed a variety of ways members could contact the project team or learn more about the study. A toll-free EPOP-specific telephone number was created and routed directly to the project team. Members were able to call the toll-free number anytime and a project team member could answer any questions or concerns the member may have. In addition to a direct toll-free line, an EPOP project e-mail account was set up. The e-mail account was closely

monitored each day by the project team and any incoming messages were responded to within 24 hours during normal business hours. If members were simply looking for additional information about the study, such as the purpose, reasons to participate, project contact information, or questions about their rights as a participant, a robust project website was available. The website also provided answers to frequently asked questions as well as a direct link to access the web survey. The project toll-free telephone number, e-mail address, and website URL were included in all materials sent to sampled members. This type of support was essential to accommodate all possible types of communication methods and provide EPOP sample members with real-time support whenever needed.

AMERISPEAK (AS) DATA COLLECTION PROTOCOL

AmeriSpeak Contacting Schedule

Outreach to the AmeriSpeak sample started on February 15, 2022, with an invitation to participate e-mail. Following the invitation e-mail, AS sampled members who had not completed the EPOP survey received a series of follow-up and reminder emails throughout the data collection period. To ensure appropriate outreach across all targeted areas, follow-ups and reminders were sent in batches as well as in targeted groups. Table 2 is the AS contacting schedule.

Table 2. AmeriSpeak Contacting Schedule

AmeriSpeak Email Outreach	Date Sent
Invitation	2/15/2022 - 2/23/2022
Reminder	3/3/2022 - 3/18/2022
Second Reminder	4/12/2022 - 4/18/2022
Increased Incentive Targeted Cases	4/29/2022
Targeted Regions	5/6/2022
Reminder Targeted Regions	5/8/2022
Follow Up to all Non-Responders	5/14/2022 - 5/19/2022
Last Chance to all Non-Responders	6/2/2022

AS Incentives

All AmeriSpeak sampled members received an initial incentive of 6,000 AmeriPoints, equivalent to \$6.00. AmeriSpeak panel members were able to use their points in conjunction with other points gathered from completing other surveys to trade for gift cards or merchandise through the AmeriSpeak rewards page within their user portal. As the data collection period progressed, the EPOP team identified geographic areas and demographics groups with low response. To increase coverage in certain areas and demographic subgroups, nonresponding panel members were

offered an increased incentive up to 10,000, 15,000, or 30,000 AmeriPoints, equivalent to \$10.00, \$15.00, or \$30.00 starting mid-way through the field period as described in the section below. The process of targeting specific cases and increasing incentives continued through May 19, 2022.

ADDRESS-BASED SAMPLE (ABS) PROTOCOL

ABS Contacting Schedule

Like the contacting strategies implemented for the AmeriSpeak sampled members, the Address-Based Sample (ABS) received a series of survey invitations and reminders to nonrespondents throughout data collection. However, due to the nature of an addressed-based sample, these reminders consisted of mailed materials as well as emails. Examples of the mailed materials can be found in Appendix Tables C-1 through C-4. To ensure appropriate outreach across all targeted areas, follow-ups and reminders were sent in batches as well as in targeted groups. Table 3 shows the ABS contacting schedule.

Table 3. ABS Contacting Schedule

ABS Outreach Material	Date Sent
Invitation Letter	2/28/2022
Reminder Postcard	3/4/2022
Invitation Email	3/7/2022 – 3/8/2022
Reminder Email	3/13/2022 – 3/14/2022
Targeted Reminder Email	4/1/2022 – 4/11/2022
Follow-up Letters	3/29/2022 – 4/6/2022
Follow up Postcards	4/15/2022
Follow-up Reminder Email	4/19/2022
Increased Incentive Targeted Cases Letter	5/5/2022
Increased Incentive Targeted Cases Email	5/9/2022
Last Chance Postcard	5/18/2022
Last Chance Email	5/25/2022
The Survey is Closing Email	5/31/2022 – 6/2/2022

ABS Incentives

All ABS members received an initial incentive offer of \$15.00 in the form of an electronic gift card. Those who completed the survey could choose gift cards from several vendors including Amazon, Walmart, Visa, Starbucks, Barnes and Nobel, Lowes, and Target. As the data collection period progressed, the EPOP team identified members living in low-responding regions or with

specific household characteristics who had not participated. To increase the likelihood of participation, these members were offered an increased incentive of either \$20.00 or \$30.00 starting on May 5, 2022. The process of targeting specific cases and increasing incentives continued through May 19, 2022.

NONPROBABILITY SAMPLE PROTOCOL

Nonprobability Sample Contacting Schedule

A nonprobability sample was also used during Year 1 data collection. Both nonprobability vendors followed a similar contract strategy to increase participation. Like the AmeriSpeak strategy, all survey invitations and reminders to nonrespondents were done by email. Table 4 shows the contact schedule for the nonprobability sampled members.

Table 4. Non-Probability Contacting Schedule

Non-Probability Outreach	Date Sent
Invitation	5/13/2022
First Reminder	5/17/2022 – 5/19/2022
Second Reminder	5/23/2022 – 5/27/2022
Third Reminder	5/28/2022 – 5/29/2022
Survey is Closing	6/3/2022 – 6/4/2022

Nonprobability Sample Incentives

Like the AmeriSpeak panel, the nonprobability sampled members received an incentive in points once the survey was completed. Nonprobability sampled members were paid 200-300 points depending on the panel vendor, equivalent to \$2.00 to \$3.00. Like AmeriSpeak, the nonprobability panel vendors' points could be redeemed for cash rewards, gift cards, and donations to charity or online games.

INCREASED INCENTIVE PROTOCOL

Increased incentives were included as a response design strategy and introduced at two different time points.

Mid-Field Incentive Increase to AmeriSpeak Nonrespondents

The first incentive increase occurred in mid-March and was offered to nonrespondents in the AmeriSpeak sample. The AmeriSpeak sample response was calculated for demographic subgroups.

Nonresponding AmeriSpeak sample members who belonged to underperforming subgroups received points for each underperforming subgroup they had membership. The following subgroups were underperforming and received the following points:

- Hispanic any or non-Hispanic Black panelists relative to other racial groups received 3 points
- Males compared to females received 2 points
- 18-29 and 40-49 year olds compared to other age groups received 1 point
- Panelist with a high school education or less compared to those with more education received 2 points
- Residence in an MSA with fewer than 90 complete probability surveys compared to residence in an MSA with better probability survey coverage received 3 points
- Residence in a state without an MSA and fewer than 150 complete probability surveys compared to states without an MSA with better probability survey coverage received 1 point.

Point totals ranged from 0 to 12. Table 5 shows the responsive design treatment given to the nonresponding AmeriSpeak panel members mid-way through the field period based on their demographic characteristic points.

Table 5. Mid-Field Responsive Design Treatment for Nonresponding AmeriSpeak Sample

Points	Response Design Treatment
0	No further contact, but survey remains available until the survey is closed for all sample groups.
1-2	<ul style="list-style-type: none"> • Increase incentive offer to 10,000 AS points; i.e., increase incentive from \$6 to \$10. • Conduct up to 3 additional email or telephone prompts to notify sample member of the increased incentive and gain cooperation.
3-12	<ul style="list-style-type: none"> • Increase incentive offer to 15,000 AS points; i.e., increase incentive from \$6 to \$15. • Conduct up to 4 additional prompts to notify sample member of the increased incentive and gain cooperation where the first prompt is email, the second is telephone, and the last two are by email.

Late-Field Incentive Increases to Probability Sample

Another incentive increase was introduced in the later phase of the data collection. There were two objectives for this incentive increase. The first objective was to satisfy geographic coverage across all 50 states and DC and across the top 50 MSAs. The second objective was to improve the overall response rate for the ABS sample. These objectives were achieved through the following:

- Create a “case need” ratio for coverage for each state and MSA where the larger the ratio the more challenging it would be to satisfy the geographic target probability survey completion goal. This was done by:
 - Dividing the needed probability complete surveys over the available remaining sample cases. For states and MSAs, the targeted number of probability surveys was 175 and 100 surveys, respectively.
 - For states, ratios over 14% were consider high, 2-14% were considered medium, and under 2% were considered low or done.
 - For MSAs, ratios over 7% were considered high, 1-7% were considered medium, and under 1% were considered low or done.
- Nonrespondents in geographic areas with a “High” or “Medium” coverage need ratio would be offered an increased incentive in the ABS sample from \$15 to \$30 or \$15 to \$20 for high and medium need, respectively.
- If the expected survey response in geographic areas with “High” coverage need ratio predicted to not meet the target probability survey completion goal with the increased incentive offer to the remaining nonresponse ABS cases, the remaining nonresponse AmeriSpeak sample cases in that geographic region were also offered an increased incentive of 30,000 AmeriSpeak points, i.e., \$30.

ABS sample members were notified of the incentive increase via a USPS letter. AmeriSpeak sample members were notified of the incentive increase via an email or telephone call. Table 6 shows which geographic areas where nonrespondents were offered an increased incentive in the late-field period by probability sample type.

Table 6. Late-Field Responsive Design Increased Incentive Offers by Probability Sample Type

Geographic Area	Increased Incentive Amount	Nonresponse ABS Sampe	Nonresponse AmeriSpeak Sampe
Alaska	\$30	474	N/A
Washington, D.C.	\$20	894	N/A
Delaware	\$20	800	N/A
Hawaii	\$20	559	N/A
Maine	\$30	120	161
Mississippi	\$20	499	N/A
Montana	\$30	158	91
North Dakota	\$30	449	N/A
New Hampshire	\$30	244	52

Geographic Area	Increased Incentive Amount	Nonresponse ABS Sampe	Nonresponse AmeriSpeak Sampe
New Jersey	\$20	320	N/A
New Mexico	\$30	255	N/A
Rhode Island	\$30	491	N/A
South Dakota	\$20	415	N/A
Vermont	\$30	171	81
West Virginia	\$30	153	N/A
Wyoming	\$30	428	44
Austin-Round Rock-Georgetown, TX	\$20	169	N/A
Birmingham-Hoover, AL	\$20	509	N/A
Buffalo-Cheektowaga, NY	\$30	165	N/A
Cincinnati, OH-KY-IN	\$30	4	N/A
Hartford-East Hartford-Middletown, CT	\$20	368	N/A
Jacksonville, FL	\$20	213	N/A
Kansas City, MO-KS	\$30	102	N/A
Las Vegas-Henderson-Paradise, NV	\$20	228	N/A
Louisville/Jefferson County, KY-IN	\$30	12	81
Memphis, TN-MS-AR	\$30	10	111
Nashville-Davidson--Murfreesboro--Franklin, TN	\$20	476	N/A
New Orleans-Metairie, LA	\$20	431	N/A
Oklahoma City, OK	\$20	320	N/A
Salt Lake City, UT	\$30	309	N/A
San Antonio-New Braunfels, TX	\$30	71	359
San Jose-Sunnyvale-Santa Clara, CA	\$20	155	N/A
Virginia Beach-Norfolk-Newport News, VA-NC	\$30	2	61
Total Cases Offered an Increased Incentive		9,974	1,041

LAST CHANCE (LC) DATA COLLECTION PROTOCOLS

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

Overall, 1,386 AmeriSpeak nonresponding sample members were sent the “last chance” messages which reminded them of their increased incentive. All were prompted by email and 681 were prompted by USPS letter as well.

Overall, 3,260 ABS nonresponding sample members were sent the “last chance” messages by a USPS postcard and email (where an email was available) where both messages reminded them of their increased incentive offer. The remaining ABS nonresponding sample members without an increased incentive were also prompted, but with a USPS postcard that just reminded them of the original incentive offer and, where possible, an email was sent.

FINAL SURVEY RESPONSE RATES

The final survey response rate varied by sample type.

- For the AmeriSpeak Panel sample, the response to the survey request was 38.2%, and the overall response rate was 4.9% which reflects the panel recruitment and retention rates as shown in Table 8.
- For the ABS sample, the response rate was 6.0%.
- For the non-probability survey panels, the response rate is not reported.

Table 8. Response Rate for AmeriSpeak

Response Rate Calculation Components	AmeriSpeak
Weighted Household Panel Recruitment Rate	17.1%
Weighted Household Panel Retention Rate	75.6%
Survey Completion Rate	38.2%
Weighted Cumulative Response Rate	4.9%

5. DATA PROCESSING

DATA REVIEW AND EDITING

Data review and editing of the raw files was conducted by members of the project team, led by a data scientist. The project team reviewed the raw data file against the programmed survey specifications to identify data irregularities and develop any necessary code to transform raw data into clean variables for delivery. Cases with irregularities in the data (for example, the respondent completed the survey too quickly to have read question text, respondent seemed to enter the same response regardless of the question content) were addressed when possible but in cases where data could not be repaired, a small number of cases were discarded.

DATA REVIEW

Skip Pattern Review

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

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

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

Review of Screener Data

Of particular importance, was determining answers to the screener portion of the survey that assigned respondents to the correct entrepreneurial status group (DOV_GROUP). This was the main filter or determinant of which questions each respondent was asked. To parse respondents into an accurate DOV_GROUP, respondents were asked in multiple ways whether they were currently working and whether they were current or former business owners. This resulted in complex data patterns and required particular attention to identify unexpected results not anticipated during testing. Project staff did identify one inconsistency early in data collection that affected a small number of cases (56) and applied a patch to prevent additional problems. The 56 cases which had been assigned to the wrong entrepreneurial status group were reviewed. Those that answered at least half of the survey questions for the status group they should have received were retained (7). The remaining group of cases was discarded (49).

6. DATA EDITING & DISCLOSURE

Editing of the data first checked for instances where it appeared that cases completed the survey too quickly to ensure the quality of survey responses, and then resolved logical inconsistencies in the data were reviewed and resolved.

CHECKS ON OVERALL QUALITY

To identify respondents who completed the survey too quickly to have read all the questions carefully, a median response time was calculated for each entrepreneurial status group. Cases were flagged and dropped if they completed their survey in less than a third of the median response time for their status group. An exception to this rule was made for the AmeriSpeak panel members who are practiced survey takers and therefore more able to complete surveys more quickly. AmeriSpeak ‘speeders’ were not dropped unless they violated one of the following data integrity rules.

To ensure all cases had basic data integrity, each case was given a completeness score and assessed for ‘straight-lining’ questions. The complete score was calculated by dividing the number of questions the respondent gave a valid answer to by the number of questions a respondent was asked based on their status group and other filter questions. Respondents that answered less than 75% of the questions they were asked were determined to not have answered the survey with consideration and these cases were dropped. The number of questions a respondent needed to answer to be considered a completed interview differed by the entrepreneurship status (because the number of questions received differed by DOV_GROUP assignment) as well as by sample type (to ensure the veracity of the non-probability sample). Table 9 shows the percent of questions that needed to be answered by sample type and entrepreneurial activity group to be retained in the survey.

Respondents ‘straight-lined’ questions if they responded to a series of items with the same answer when this would be illogical given the subject matter of the series of questions. When these types of data patterns were identified, these cases were also dropped.

Table 9. Percent of Questions Answered to be Retained by Sample Type and Entrepreneurial Activity

Entrepreneurial Activity Group	Sample Type		
	AmeriSpeak	ABS	Nonprobability
Current Entrepreneur	75%	75%	80%
Current Freelancer	75%	75%	80%
Nascent Entrepreneur	75%	75%	80%
Former Entrepreneur	75%	75%	75%
Former Freelancer	75%	75%	75%
Withdrawn Entrepreneur	70%	70%	70%
General Population / Non-Entrepreneur	70%	70%	70%

EDITING OF CAPITAL AND ADDITIONAL FINANCE QUESTIONS

The survey instrument was programmed to ensure respondents only received questions relevant to their status group, staff reviewed data to identify instances where a respondent provided answers that logically contradicted each other. There were three places where survey responses were found to contradict other responses for some respondents. Where possible, data was edited to resolve any inconsistency. Inconsistencies were also analyzed to develop improvements in survey instrument skip patterns and/or definitions for future survey waves.

One important editing procedure pertains to the capital sources question (PE_CAPITAL_1) and the capital amount series (PE_CAPITAL_4 to PE_CAPITAL_9) as well as the additional finance question (BO_ADFINANCE_2) and the additional financing series (BO_ADFINANCE_5 to BO_ADFINANCE_10). Some respondents did not select sources (in PE_CAPITAL_1) that matched the categories they reported non-zero amount of capital for (PE_CAPITAL_4 to PE_CAPITAL_9).

The editing for these questions is composed of three parts:

1. Capital/Additional Finance Editing Rule
2. Harmonization of the Capital Receipt
3. Amount Questions

In the EPOP survey instrument, respondents were first asked to select the type of capital they received in PE_CAPITAL_1, and then asked for the amounts of capital they received in PE_CAPITAL_4-PE_CAPITAL_9.

Capital/Additional Finance Editing Rule 1

The first edit rule for the capital questions is to set capital amounts reported in PE_CAPITAL_4-PE_CAPITAL_9 to 0 when the respondent did not report that they received a capital type in PE_CAPITAL_1. Appendix D provides a full listing of what responses to PE_CAPITAL_4-PE_CAPITAL_9 amounts are considered valid based on responses to PE_CAPITAL_1. This aligns with the editing specifications in the Annual Survey of Entrepreneurs (ASE) paper instrument, which is where these items were derived from.

Capital/Additional Finance Editing Rule 2: Repeated Capital Values

A small number of cases had repeated capital amounts across the entire PE_CAPITAL_4-PE_CAPITAL_9 series, likely reflecting respondent confusion. This affects only 9 cases in the entire EPOP Year 1 case set. These cases were set to missing (coded as -3 in the EPOP files).

Capital/Additional Finance Editing Rule 3: Calculating Total Capital Amount

After performing the above edits, we construct a created variable for the total capital amount as follows:

1. If PE_CAPITAL_4 is non-zero, total capital was calculated as the max (PE_CAPITAL_4-PE_CAPITAL_9).
 - a. For the majority of respondents, this sets the total capital amount to PE_CAPITAL_4, which was intended to be total reported capital.
 - b. When respondents report larger amounts for specific capital types, we set the total capital variable to the largest reported individual capital amount.
2. If PE_CAPITAL_4 was reported as 0, the sum of PE_CAPITAL_5-PE_CAPITAL_9 was used **to construct a total capital amount.**

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 less, the business start date was set to missing.

REFORMATTING RAW DATA

Check-all-that-apply questions

Some question types were collected in a way that required additional code to responses to check-all questions from 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.

Back Coding

For S_GIGPLATFORM_3, respondents reported the name of the platform that coordinated their gig work, and this was manually back coded into a series of categories listed in Table 10.

Table 10. S_GIGPLATFORM_3 Back Coding Categories

Category	Description
Confirmed Gig Platform: Services	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Respondent reported a gig platform that conducts surveys of respondents.
Payment Provider	<ul style="list-style-type: none"> Respondent reported a platform that coordinates payment but not customer acquisition. Examples include PayPal, Square, and Zelle.
Unconfirmed Gig Work	<ul style="list-style-type: none"> Respondent reported another business that could not be confirmed to be a gig platform.
Unlikely Gig Work	<ul style="list-style-type: none"> Respondent did not provide a platform or responded that they do not know.

NON-DISCLOSURE REVIEW

The privacy plan for EPOP focused on two different types of variables. Key variables, which when used in combination with each other may work to re-identify a respondent; and sensitive variables, which are the variables that might be considered sensitive by respondents or that a data intruder might seek out. The privacy plan for EPOP considers two different sets of key variables

for both individuals and businesses. While EPOP is a survey made up of surveyed individuals, it is possible that some data attackers would not be interested in the people, but rather the businesses.

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 using external data sources such as web searchers or social media sites?
2. How subjective is the variable? Variables such as those rating their demographic community and those listing the challenges an EPOP business might have encountered are less traceable since they are based on opinion.

Sensitive variables were selected with a focus on financial variables, since this is an area that respondents are often reluctant to share. This is especially true for continuous financial variables which may be particularly sensitive to respondents and more disclosive.

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

For the Public Use File (PUF) the steps to ensure privacy were as follows:

Key Variables:

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

Data were predominantly analyzed using two-way cross tabulations (some three-way cross tabulations), and small cell counts that were not eliminated via recodes were suppressed. Small cell counts were defined as a value less than $k=3$. For suppressed values, they are indicated by a “-7”.

Sensitive variables:

1. Round variables- wherein larger numbers have broader rounding criteria
2. For large outliers use microaggregation by Census region

Similarly, the Restricted Use File (RUF) also underwent some recodes to reduce detail. However, for the RUF we still 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.

Table 12 shows the variables that have different levels of granularity in the RUF and PUF:

Table 12. Variable Granularity

Variable	Description	RUF	PUF
DEM_STATE	Geography	51 levels	Census division (9 levels)
RACE	Race	6 levels	4 levels
DEM_AGE	Age	12 levels	5 levels
DEM_MARITAL	Marital Status	6 levels	5 levels
DEM_EDU	Highest Level of Education	7 levels	4 levels
DEM_HHINC	Household income	7 levels	5 levels
DEM_MILITARY_1	Military Status	4 levels	3 levels
DEM_CITIZEN_1 & DEM_CITIZEN_2	Citizenship status	3 levels	3 levels
BO_STARTBIZ_1	Year the business was started	17 levels	10 levels
BO_NUMEMPLOYEE_1	Number of employees	18 levels	7 levels
BO_ONLINE_1	Website/social media presence	4 levels	2 levels
PE_CAPTITAL_5 – PE_CAPITAL_8 BO_ADDFINANCE_6 & BO_ADDFINANCE_7			13 levels

PE_CAPITAL_9			9 levels
BO_ADDFINANCE_8			
BO_ADDFINANCE_9 & BO_ADDFINANCE_10			2 levels

Privacy Plan Summary

The following table is a summary of the different statistical disclosure limitation (SDL) techniques that were used in the PUF and RUF:

Table 13. Summary of SDL Techniques Used in EPOP:2022 PUF and RUF

			PUF				RUF	
Variable Type	Variables	# of Suppressions	Recoded	Rounded	Micro-aggregation	Removed	Recoded	Micro-aggregation
Person & Establishment key variable	State		X					
Person-level key variables	Age	62	X				X	
	Race	95	X					
	Gender	5						
	Education	884	X				X	
	Marital Status	999	X					
	Household income	359	X				X	
	HouseholdChildA-C					X	X	
	DEM_Household1-12					X	X	
	Military	199	X					
	Citizenship		X				X	
	Housenum					X	X	

			PUF				RUF	
Variable Type	Variables	# of Suppressions	Recoded	Rounded	Micro-aggregation	Removed	Recoded	Micro-aggregation
	DEM_Student	76						
Establishment-level key variables	BO_INDUSTRY1	519	X					
	BO_STARTBIZ_1	4	X				X	
	BO_EMPLOYEES_1_1-10		X				X	
	BO_NUMEMPLOY_1A-I	522	X				X	
	BO_ONLINE_1		X					
	BO_WORKHOME_1	1						
	BO_PLMARGIN_1	476						
Sensitive/Key Variables	BO_REVENUE_1	181	X					X
	BO_REVENUE_2	152	X					X
Sensitive Variables	PE_CAPITAL_4			X	X			X
	PE_CAPITAL_5-9		X					X
	BO_ADDFINANCE_5			X	X			X
	BO_ADDFINANCE_6-10		X					X

Recodes

The following tables show the new coding schemes for the variables that were recoded for disclosure avoidance:

Race

Original/RUF	Recode for PUF
1 = white	1 = white
2 = black	2 = black
3 = other	3 = other/multi-racial

4 = Hispanic	4 = Hispanic
5 = multi-racial	3 = other/multi-racial
6 = Asian	3 = other/multi-racial

Education

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

Marital Status

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

Household income

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

DEM_AGE

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

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

DEM_STATE Recoding

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

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

DEM_MILITARY

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

Business-Level Key Variables

BO_EMPLOYEES

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

	Original Variables	Combine for PUF/RUF
Full-time	BO_EMPLOYEES_1_1	BO_EMPLOYEES_1_1
Part-time	BO_EMPLOYEES_1_2	BO_EMPLOYEES_1_2
Paid day laborers	BO_EMPLOYEES_1_3	BO_EMPLOYEES_1_3
Temporary staffing	BO_EMPLOYEES_1_4	BO_EMPLOYEES_1_4 (Temporary/ leased)
Leased employees	BO_EMPLOYEES_1_5	BO_EMPLOYEES_1_4 (Temporary/ leased)
Contractors	BO_EMPLOYEES_1_6	BO_EMPLOYEES_1_5
Unpaid family member	BO_EMPLOYEES_1_7	BO_EMPLOYEES_1_6 (unpaid)
Unpaid non-family	BO_EMPLOYEES_1_8	BO_EMPLOYEES_1_6 (unpaid)
other	BO_EMPLOYEES_1_9	BO_EMPLOYEES_1_7
None	BO_EMPLOYEES_1_10	BO_EMPLOYEES_1_8

BO_NUMEMPLOY_1_A - 1_I:

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

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

BO_STARTBIZ_1

Recode for RUF	Recode for PUF
1: Before 1970	1: Before 1980
2: 1970-1979	
3: 1980-1989	2: 1980-1989
4: 1990-1999	3: 1990-1999
5: 2000-2009	4: 2000-2009
6: 2010	5: 2010-2014
7: 2011	
8: 2012	
9: 2013	
10: 2014	
11: 2015	6: 2015-2016
12: 2016	
13: 2017	7: 2017-2018
14: 2018	
15: 2019	8: 2019
16: 2020	9: 2020
17: 2021	10: 2021

BO_ONLINE_1

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

Industry Recodes

Original/RUF	Recode to PUF
1: Accommodation and Food Services	1: Accommodation and Food Services
2: Administrative, Support, Waste Management, and Recreation	2: Administrative, Support, Waste Management, and Recreation
3: Agriculture, Forestry, Fishing, and Hunting	3: Agriculture, Forestry, Fishing, and Hunting
4: Arts, Entertainment, and Recreation	4: Arts, Entertainment, and Recreation
5: Construction	5: Construction
6: Educational Services	6: Educational Services
7: Finance and Insurance	7: Finance and Insurance
8: Health Care and Social Assistance	8: Health Care and Social Assistance
9: Information (e.g., publishers and telecommunications)	9: Information (e.g., publishers and telecommunications)
11: Manufacturing	10: Manufacturing
13: Other Services (e.g., repair and maintenance services)	11: Other Services (e.g., repair and maintenance services)
14: Professional, Scientific, and Technical Services	12: Professional, Scientific, and Technical Services
16: Real Estate	13: Real Estate
17: Retail	14: Retail
18: Transportation or Warehousing	15: Transportation or Warehousing
20: Wholesale Trade	16: Wholesale Trade
10: Management of Companies and Enterprises	17: Other
12: Mining, Quarrying, and Oil and Gas Extraction	
15: Public Administration	
19: Utilities	

BO_REVENUE_1

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

BO_REVENUE_2

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

Recodes for Variables specific to the RUF

The DEM_HOUSENUM, DEM_HOUSEHOLD and DEM_HOUSECHILD variables were removed from the PUF because they were exclusive to certain samples within EPOP and could indicate which sample the records were from. Coarsened versions of these variables are still available in the RUF.

Household Child A, Household Child B, Household Child C

Original	Combine with	RUF
Household Child A: <5		Household Child A: <5
Household Child B: 5-11	Household Child C: 12-17	Household Child B: 5-17
Household Child C: 12-17	Household Child B: 5-11	Household Child B: 5-17

Original	Number children – RUF
0: No child	0
1 Child	1
2 Children	2+
3 Children	2+
4 Children	2+
5 Children	2+

DEM_HOUSEHOLD

Original	Combine with	Recode for RUF
DEM_HOUSEHOLD_1: Live alone		DEM_HOUSEHOLD_1: Live alone
DEM_HOUSEHOLD_2: With spouse	DEM_HOUSEHOLD_3: With partner	DEM_HOUSEHOLD_2: With spouse/partner
DEM_HOUSEHOLD_3: With partner	DEM_HOUSEHOLD_2: With spouse	DEM_HOUSEHOLD_2: With spouse/partner
DEM_HOUSEHOLD_4: With children (minors)		DEM_HOUSEHOLD_3: With immediate family
DEM_HOUSEHOLD_5: With children (18+)		DEM_HOUSEHOLD_3: With immediate family
DEM_HOUSEHOLD_6: With grandchildren	DEM_HOUSEHOLD_10: With other relatives	DEM_HOUSEHOLD_4: With other relatives
DEM_HOUSEHOLD_7: With sibling		DEM_HOUSEHOLD_3: With immediate family

Original	Combine with	Recode for RUF
DEM_HOUSEHOLD_8: With parent (<65)	DEM_HOUSEHOLD_9: With parent (65+)	DEM_HOUSEHOLD_3: With immediate family
DEM_HOUSEHOLD_9: With parent (65+)	DEM_HOUSEHOLD_8: With parent (<65)	DEM_HOUSEHOLD_3: With immediate family
DEM_HOUSEHOLD_10: With other relatives	DEM_HOUSEHOLD_6: With grandchildren	DEM_HOUSEHOLD_4: With other relatives
DEM_HOUSEHOLD_11: With roommates	DEM_HOUSEHOLD_12: With other non-relative	DEM_HOUSEHOLD_5: With non-relative
DEM_HOUSEHOLD_12: With other non-relative	DEM_HOUSEHOLD_11: With roommates	DEM_HOUSEHOLD_5: With non-relative

Sensitive/Continuous Variables for PUF/RUF

Variable	Description	RUF	PUF
PE_CAPITAL_4	Total starting capital	Microaggregation for largest values	Rounding/microaggregation
PE_CAPITAL_5- PE_CAPITAL_9	Starting capital by source	Microaggregation for largest values	Categorical: 13 levels/9 levels
BO_ADDFINANCE_1_5	Total additional finance	Microaggregation for largest values	Rounding/microaggregation
BO_ADDFINANCE_1_6 - BO_ADDFINANCE_1_1 0	Additional Finance by source	Microaggregation for largest values	Categorical: 13 levels/9 levels/2 levels
BO_REVENUE_1 & BO_REVENUE_2	Business Revenue	Microaggregation for largest values	Rounding/microaggregation

PUF treatment of Sensitive Continuous variables

Disclosure treatment for these variables differed between the PUF and RUF. For totals, a combination of rounding and microaggregation were used.

For PE_CAPITAL_4 the following rules are used:

PE_CAPITAL_4 value	Round to
0-199	Round to the nearest 50th
200-499	Round to nearest 100th
500-2,999	Round to nearest 500th
3,000-7,499	Round to nearest 1,000th
7,500-39,999	Round to nearest 5,000th
40,000-99,999	Round to nearest 10,000th
100,000-499,999	Round to nearest 50,000th
500,000-999,999	Round to nearest 250,000th
1,000,000-6,500,000	Round to nearest 1,000,000th
>6,500,000	Micro-aggregation by census region

For BO_ADDFINANCE_5 the following rules are used:

Add Finance value	Round to
0-199	Round to the nearest 50th
200-499	Round to nearest 100th
500-2,999	Round to nearest 500th
3,000-7,499	Round to nearest 1,000th
7,500-39,999	Round to nearest 5,000th
40,000-99,999	Round to nearest 10,000th
100,000-599,999	Round to nearest 100,000th
600,000-1,099,999	Round to nearest 200,000th
>1,100,000	Micro-aggregation by census region (combining Northeast and Midwest)

The other PE_CAPITAL and BO_ADDFINANCE variables were recoded to categorical values as described below.

**PE_CAPITAL_5, PE_CAPITAL_6, PE_CAPITAL_7, PE_CAPITAL_8,
BO_ADDFINANCE_6, & BO_ADDFINANCE_7**

Capital

1: <100

2: 100-499

3: 500-999

4: 1,000-4,999

5: 5,000-9,999

6: 10,000-24,999

7: 25,000-49,999

8: 50,000-74,999

9: 75,000-99,999

10: 100,000-249,999

11: 250,000-499,999

12: 500,000-999,999

13: >=1,000,000

PE_CAPITAL_9 & BO_ADDFINANCE_8**Capital**

1: <100

2: 100-499

3: 500-999

4: 1,000-4,999

5: 5,000-9,999

6: 10,000-24,999

7: 25,000-49,999

8: 50,000-74,999

9: >=75,000

BO_ADDFINANCE_9 & BO_ADDFINANCE_10

Capital
1: <100
2: >=100
RUF Treatment of Sensitive/continuous variables

Unlike the PUF, the RUF does not use rounding and does not recode any of the continuous variables to categorical. However, for the highest values, microaggregation was used to protect against particularly sensitive values.

The microaggregation rules were as follows:

Variable	Microaggregation rules
PE_CAPITAL_4	By region for >\$6,000,000
PE_CAPITAL_5	By region for >=\$1,500,000
PE_CAPITAL_6	By region (wherein missing region is grouped with Midwest) for >=1,000,000
PE_CAPITAL_7	By region for >=\$1,000,000
PE_CAPITAL_8	By region (wherein the south and Midwest are grouped together) for >=\$500,000
PE_CAPITAL_9	By region (wherein the south and Midwest are grouped together and the Northeast and West are grouped together) for >=\$100,000
BO_ADDFINANCE_5	By region (wherein missing regions are grouped with Midwest) for >=2,000,000
BO_ADDFINANCE_6	Replaced with average (not by region) >=\$1,000,0000
BO_ADDFINANCE_7	Replaced with average (not by region) >=\$1,000,0000
BO_ADDFINANCE_8	Replaced with average (not by region) >=\$1,000,0000
BO_ADDFINANCE_9	Replaced with average (not by region) >=\$2,000,0000
BO_ADDFINANCE_10	Replaced with average (not by region) >=\$2,000,0000
BO_REVENUE_1	By region (wherein missing regions are grouped with Midwest) for >=2,000,000
BO_REVENUE_2	By region for >=\$1,000,000

7. WEIGHTING

The EPOP survey contains two sets of weights: probability sample weights for the probability sample completes (AmeriSpeak and ABS sample completes), and combined sample weights for the combined probability and nonprobability sample completes. The combined sample weights are available in both the public use file and the restricted use file, whereas the probability sample weights are available only in the restricted use file. Both the probability sample weights, and the combined sample weights can be used to produce approximate unbiased point estimates. Also, standard variance estimation method can be used to approximate the variance of estimates based either on the probability sample or the combined probability and nonprobability sample. Users of the combined sample who are interested in closer variance approximations, especially for small domains, may use the variance estimation method described in Yang, et al. (2022). NORC can provide additional information to support such implementation.

PROBABILITY SAMPLE WEIGHTS

Creation of the probability sample weights follows a process where base weights are initially created for both AmeriSpeak and ABS samples, then adjusted and combined to produce final weights:

- AmeriSpeak sample base weights
- ABS sample base weights
- Adjustment for unknown eligibility
- Adjustment for interview nonresponse
- Combined interview nonresponse adjusted weights for probability sample
- Raking to derive probability sample final weights

AmeriSpeak Sample Base Weights

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

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

where W_{hi}^{AMS} denotes the AmeriSpeak panel weight for sampled panelist i from sampling stratum h , which accounts for sample design, nonresponse adjustments, and adjustments for frame coverage associated with the recruitment of the AmeriSpeak panel. p_{hi}^{AMS} denotes the probability of selection of sampled panelist i from sampling stratum h , where the EPOP

sampling strata h are defined by geography/primary sampling strata (state, MSA, or rest of state), race, age, education, and sex.

ABS Sample Base Weights

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

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

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

Adjustment for Unknown Eligibility

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

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

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

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

Adjustment for Interview Nonresponse

The interview nonresponse adjustments inflate the weights w_{2i} assigned to complete cases so that they represent the incomplete cases among the eligible sample members.

Nonresponse adjustments require information about both respondents and nonrespondents. A lot of information is available for the AmeriSpeak panel sample nonrespondents. On the other hand, only limited information is available for the ABS sample nonrespondents based on commercial data appendage. Therefore, the nonresponse adjustments for the AmeriSpeak and ABS samples are done separately using different adjustment cells.

For the AmeriSpeak sample, adjustment cells are constructed by cross classifying the following:

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

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

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

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

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

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

Combined Interview Nonresponse Adjusted Weights

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

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

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

Raking to Derive Combined Probability Sample Weights

To derive the final combined probability sample weights, we apply a raking adjustment to the weights from the previous step. The raking benchmarks are developed from the 2019 American Community Survey (ACS) 1-year estimates. Raking adjustments are conducted along these dimensions:

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

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

COMBINED SAMPLE WEIGHTS

Weights for the combined probability and nonprobability samples are calculated using a weighting method developed by NORC. This proprietary method creates combined sample weights through the following two steps:

- Statistical matching
- Matched propensity weighting for the nonprobability sample

Statistical Matching

We start by using statistical matching to match each nonprobability sample unit to a probability sample unit using the R StatMatch package. Matching is carried out using a nearest neighbor hot deck algorithm based on a distance measure. Distances are measured using Gower's dissimilarity measure, which can use both categorical and continuous variables in the dissimilarity calculation. The matching variables are determined using Gradient Boosting Tree models³. Following statistical matching, the combined sample can be divided into three sets of units:

- S_P^M : the set of probability sample units that is matched to a nonprobability sample unit.
- S_P^U : the set of probability sample units that is not matched.
- S_{NP} : the set of nonprobability sample units.

Matched Propensity Weights for Nonprobability Sample

Based on the matching pattern, we develop the nonprobability sample weights w_{NPi} via the following steps:

- Concatenate the matched probability sample and the nonprobability sample to create a combined data file.
- Create a dichotomous indicator variable, Y , which takes the value of 1 for nonprobability sample units S_{NP} and 0 for matched probability units S_P^M .
- Fit a logistic regression model to predict the probability of inclusion of the nonprobability sample units in the combined sample.
- Calculate the weight for nonprobability sample unit i , w_{NPi} , as the reciprocal of the predicted probability.
- Scale w_{NPi} along the same raking dimensions applied to the probability sample such that the sum of the weights is equal to the sum of the matched probability sample weights w_{5i} . Denote the scaled nonprobability weight as w_{5i}^{NP} .

At this point, the combined weights for units from different sample sources are defined as:

$$w^{comb}_i = \begin{cases} w_{5i} & i \in S^U_P \\ \lambda w_{5i} & i \in S^M_P \\ (1 - \lambda) w^{NP}_{5i} & i \in S_{NP} \end{cases}$$

The combination factor λ is determined from an evaluation of the variance of the estimated totals for two key variables for the matched probability and nonprobability samples. To minimize the estimated variance of the key variables, λ is defined as:

$$\lambda = \frac{var(Total_{NP})}{vvar(Total_{NP}) + ar(Total^M_P)}$$

where $var(Total_{NP})$ is the variance of the estimated total for the key variable for the nonprobability cases and $var(Total^M_P)$ is the variance of the estimated total for the key variable for the matched probability cases n_{NP} . The final λ chosen is .8²

No additional weight trimming was done to the combined sample weights because doing so tends to increase the bias and the mean squared error.

² We evaluated the variance of two key variables: DOV_GENPOP and DOV_GIGWORK. Based on DOV_GENPOP, $\lambda = 0.73$; and based on DOV_GIGWORK, $\lambda = 0.84$.

8. DATA DISSEMINATION

EPOP WEBSITES

NORC launched the EPOP website, EPOP.norc.org, in January 2022 with a focus on survey participants. This “Phase I” website addresses the issues and questions that Year 1 survey participants may have by supplying information on:

- The EPOP study (its purpose, goals, and timeline)
- NORC and the Kauffman Foundation
- Reasons to Participate
- Answers to Frequently Asked Questions
- Contact information including the IRB for research participant rights

NORC launched a new and more comprehensive website (at the same URL) in October 2022 to replace the “Phase I” website. This website offers information and resources for a range of visitors—not just academic researchers and survey participants, but also interested individuals with advocacy organizations, business groups, media outlets, government agencies, and the general public.

Besides the existing content, some of the new features of the website include:

- Items “In the News” (announcements, conferences, meetings, and articles)
- Publications using EPOP Data
- An interactive data dashboard
- The methodology (sample design, data collection and release schedule, questionnaire structure)
- A request form to receive public use files (PUFs)
- An explanation of the process to access restricted use files (RUFs)

The website helps share data, disseminate findings, build community, and enhance collaboration around self-employment and business ownership research.

DATA FILES (SUMMARY OF CONTENT)

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

Public Use Files (PUFs)

Survey data is readily available on the EPOP website for general use. The PUF is available to the general public and there are no restrictions on how it 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. (Please see section 5c for a full description of the recoded variables). However, probably the most important variables of note are the geographic variables. Moreover, in the PUF the only geographic variables provided are the Census Division and the Census Region, while the RUF contains state, county, and Metropolitan Statistical Unit (MSU) 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 PUFs, a user enters some information into an online form at 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, conducting 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](https://www.norc.uchicago.edu/ePOP)

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. The documentation is also available on the website.

Restricted Use Files (RUFs)

The RUF is only available to select users following an application process.

Researchers apply to NORC if they are interested in accessing EPOP restricted use files (RUFs). This application 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)
- The intended use of their research including publishing, reporting, and presenting

The EPOP research team reviews the preliminary application and responds to any questions or comments from applicants. Within approximately two weeks, NORC notifies applicants if they can proceed with the full application for RUFs. NORC also prepares a Data Use Agreement (DUA) for the applicant's review.

RUF applicants then complete a full application in which they provide:

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

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 RUFs 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.
- Researchers using RUFs must complete an EPOP-specific data security training and show their competence with handling sensitive data.
- Researchers follow a given protocol if a security incident occurs.

Once 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.

NORC also signs the DUA and then delivers the RUFs to the applicant by SFTP.

RUF users are required to take a training prior to accessing the RUF. This training is designed to prepare researchers for using the RUF. They will also be required to pass the two associated quizzes. The quizzes are designed to a.) assess that the users have understood the training and b.) to ensure that the users have the necessary skills and knowledge to keep the RUF safe. Our goals behind the RUF training are to make sure we have safe users and therefore users are welcome to retake the quizzes as part of their learning process.

The RUF training is divided into two parts. The first part goes over the differences between the RUF and PUF and the consequences of data breaches, before talking about environmental protections for the data. Much of the information covered in part 1 is similar to the information covered in the DUA.

The second half of the training concerns publishing results from the RUF. As previously stated, the RUF is not fully anonymized meaning that when RUF users look at certain variable combinations, they will find small cell counts, which could possibly be disclosive. To prevent this possibility, we give our users the tools to both identify small cell counts and to protect against them. We also give them several examples of possible missteps they may encounter. For while we believe our RUF users all have good intentions, there are data protections concerns that might not have previously occurred to them.

Interactive Data Dashboard

The Interactive Data Dashboard is a dashboard that is programmed in Tableau, which is hosted on the EPOP website that allows users to interact with different cross-tabulations of the EPOP data. Please visit EPOP.norc.org/interactive-data to view these dashboards. Unlike the PUF and RUF, where users can create endless computations and models with the data, the Interactive Data Dashboard is pre-programmed to only include certain combinations of variables. The Interactive Data Dashboard is good for EPOP users who do not have the statistical or programming skills to use the PUF or RUF. Additionally, the Interactive Data Dashboard contains detailed geographic

information (States and Metropolitan Statistical Units (MSUs)) which are not available in the PUF for data protection purposes. Therefore, the Interactive Data Dashboard could be a good resource to EPOP users who want detailed geographic information, but who do not either want to go through the RUF process or who do not qualify for the RUF. Additionally, there is no application process involved in using the Interactive Data Dashboard, so it can also work as a good preview for the EPOP data.

9. 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.

10. APPENDICES

APPENDICES A: SAMPLE DESIGN TABLES

Table A-1: 50 Most Populous Metropolitan Statistical Areas

Rank	Metropolitan Statistical Area (MSA) Name	2020 Census Population
1	New York City-Newark-Jersey City, NY-NJ-PA	20,140,470
2	Los Angeles-Long Beach-Anaheim, CA	13,200,998
3	Chicago-Naperville-Elgin, IL-IN-WI	9,618,502
4	Dallas-Fort Worth-Arlington, TX	7,637,387
5	Houston-The Woodlands-Sugar Land, TX	7,122,240
6	Washington-Arlington-Alexandria, DC-VA-MD-WV ³	6,385,162
7	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	6,245,051
8	Miami-Fort Lauderdale-West Palm Beach, FL	6,138,333
9	Atlanta-Sandy Springs-Alpharetta, GA	6,089,815
10	Boston-Cambridge-Newton, MA-NH	4,941,632
11	Phoenix-Mesa-Chandler, AZ	4,845,832
12	San Francisco-Oakland-Berkeley, CA	4,749,008
13	Riverside-San Bernardino-Ontario, CA	4,599,839
14	Detroit-Warren-Dearborn, MI	4,392,041
15	Seattle-Tacoma-Bellevue, WA	4,018,762
16	Minneapolis-St. Paul-Bloomington, MN-WI	3,690,261
17	San Diego-Chula Vista-Carlsbad, CA	3,298,634
18	Tampa-St. Petersburg-Clearwater, FL	3,175,275
19	Denver-Aurora-Lakewood, CO	2,963,821
20	Baltimore-Columbia-Towson, MD	2,844,510
21	St. Louis, MO-IL	2,820,253
22	Orlando-Kissimmee-Sanford, FL	2,673,376
23	Charlotte-Concord-Gastonia, NC-SC	2,660,329
24	San Antonio-New Braunfels, TX	2,558,143
25	Portland-Vancouver-Hillsboro, OR-WA	2,512,859
26	Sacramento-Roseville-Folsom, CA	2,397,382
27	Pittsburgh, PA	2,370,930
28	Austin-Round Rock-Georgetown, TX	2,283,371
29	Las Vegas-Henderson-Paradise, NV	2,265,461
30	Cincinnati, OH-KY-IN	2,256,884
31	Kansas City, MO-KS	2,192,035
32	Columbus, OH	2,138,926
33	Indianapolis-Carmel-Anderson, IN	2,111,040

³ Washington DC is a part of the MSA, and it is also considered a state.

Rank	Metropolitan Statistical Area (MSA) Name	2020 Census Population
34	Cleveland-Elyria, OH	2,088,251
35	San Jose-Sunnyvale-Santa Clara, CA	2,000,468
36	Nashville-Davidson–Murfreesboro–Franklin, TN	1,989,519
37	Virginia Beach-Norfolk-Newport News, VA-NC	1,799,674
38	Providence-Warwick, RI-MA ⁴	1,676,579
39	Jacksonville, FL	1,605,848
40	Milwaukee-Waukesha, WI	1,574,731
41	Oklahoma City, OK	1,425,695
42	Raleigh-Cary, NC	1,413,982
43	Memphis, TN-MS-AR	1,337,779
44	Richmond, VA	1,314,434
45	Louisville/Jefferson County, KY-IN	1,285,439
46	New Orleans-Metairie, LA	1,271,845
47	Salt Lake City, UT	1,257,936
48	Hartford-East Hartford-Middletown, CT	1,213,531
49	Buffalo-Niagara Falls, NY	1,166,902
50	Birmingham-Hoover, AL	1,115,289

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

Table A-2: EPOP:2022 Target Probability Sample Surveys by State and MSA

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	149
HI	175	35	6	134	114
IA	175	21	13	141	30
ID	175	35	2	138	45
ME	175	6	5	165	86
MT	175	13	2	160	122
ND	175	13	10	152	129
NE	175	35	16	124	42
NM	175	35	6	134	79
SD	175	13	7	155	87
VT	175	7	4	164	122
WY	175	35	3	137	151
2. STATES WITH SINGLE IN-STATE MSA - 1,750 SURVEYS					
AL	175	15	35	125	77
Birmingham-Hoover, AL	100	9	25	66	76
Remainder of AL	75	6	10	59	1
AZ	175	35	15	125	11
Phoenix-Mesa-Chandler, AZ	100	25	10	65	8
Remainder of AZ	75	10	4	61	3
CO	175	35	14	126	17
Denver-Aurora-Lakewood, CO	100	25	11	64	17
Remainder of CO	75	10	3	62	0
CT	175	35	35	105	51
Hartford-East Hartford-Middletown, CT	100	25	21	54	43
Remainder of CT	75	10	14	52	8
GA	175	33	35	107	15
Atlanta-Sandy Springs-Alpharetta, GA	100	21	25	54	13
Remainder of GA	75	12	10	53	3
LA	175	18	35	122	47
New Orleans-Metairie, LA	100	18	25	57	47
Remainder of LA	75	0	10	65	0
MI	175	18	35	122	4
Detroit-Warren-Dearborn, MI	100	9	25	66	4
Remainder of MI	75	9	10	56	0

U.S. State / Metropolitan Statistical Area (MSA)	Total Probability Sample Surveys	Estimated Surveys by Race/Ethnicity			Total ABS Surveys
		Total Hispanic	Total NH Black	Total NH Other	
NV	175	35	31	109	48
Las Vegas-Henderson-Paradise, NV	100	25	23	53	28
Remainder of NV	75	10	8	57	20
OK	175	35	25	115	61
Oklahoma City, OK	100	25	20	55	56
Remainder of OK	75	10	5	60	6
UT	175	35	4	136	85
Salt Lake City, UT	100	25	4	72	73
Remainder of UT	75	10	0	65	12
3. LARGE POPULATION STATES WITH MULTIPLE MSAS IN-STATE - 2,050 SURVEYS					
CA	800	160	88	552	109
Los Angeles-Long Beach-Anaheim, CA	100	25	13	62	0
Riverside-San Bernardino-Ontario, CA	100	25	14	61	0
Sacramento-Roseville-Folsom, CA	100	25	14	61	22
San Diego-Chula Vista-Carlsbad, CA	100	25	9	66	12
San Francisco-Oakland-Berkeley, CA	100	25	14	61	20
San Jose-Sunnyvale-Santa Clara, CA	100	25	5	70	40
Remainder of CA	200	10	19	171	16
FL	650	130	130	390	104
Jacksonville, FL	100	18	25	57	31
Miami-Fort Lauderdale-Pompano Beach, FL	100	25	25	50	6
Orlando-Kissimmee-Sanford, FL	100	25	25	50	31
Tampa-St. Petersburg-Clearwater, FL	100	25	23	52	20
Remainder of FL	250	37	32	181	17
TX	600	120	120	360	92
Austin-Round Rock-Georgetown, TX	100	25	14	61	35
Dallas-Fort Worth-Arlington, TX	100	25	25	50	3
Houston-The Woodlands-Sugar Land, TX	100	25	25	50	0
San Antonio-New Braunfels, TX	100	25	13	62	32
Remainder of TX	200	20	43	137	22
4. STATES SHARING MSAS WITH OTHER STATES - 4,922 SURVEYS*					
AR	175	26	35	114	70
DE	175	32	35	108	99
IL	175	35	35	105	8
IN	175	24	32	118	2
KS	175	35	20	120	32
KY	175	13	28	134	3

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	
MA	175	35	24	116	4
MD	175	35	35	105	21
MN	175	19	22	134	11
MO	175	15	35	125	0
MS	175	11	35	129	74
NC	287	54	57	176	2
NH	175	13	5	157	121
NJ	175	35	35	105	72
NY	236	47	47	142	14
OH	376	29	75	272	1
OR	175	35	6	134	14
PA	268	39	54	175	23
SC	175	20	35	120	18
TN	277	30	55	192	1
VA	328	62	66	201	20
WA	175	35	13	127	0
WI	175	24	22	129	0
WV	175	6	13	157	71
Baltimore-Columbia-Towson, MD	100	12	25	63	10
Boston-Cambridge-Newton, MA-NH	100	22	15	63	25
Buffalo-Cheektowaga, NY	100	10	24	66	38
Charlotte-Concord-Gastonia, NC-SC	100	20	25	55	15
Chicago-Naperville-Elgin, IL-IN-WI	100	25	25	50	0
Cincinnati, OH-KY-IN	100	6	20	73	2
Cleveland-Elyria, OH	100	12	25	63	21
Columbus, OH	100	8	25	67	21
Indianapolis-Carmel-Anderson, IN	100	14	25	62	26
Kansas City, MO-KS	100	18	21	61	11
Louisville/Jefferson County, KY-IN	100	10	22	69	11
Memphis, TN-MS-AR	100	11	25	64	3
Milwaukee-Waukesha, WI	100	21	25	54	35
Minneapolis-St. Paul-Bloomington, MN-WI	100	12	17	72	23
Nashville-Davidson-Murfreesboro-Franklin, TN	100	15	25	60	41
New York-Newark-Jersey City, NY-NJ-PA	100	25	25	51	0
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	100	19	25	56	2
Pittsburgh, PA	100	4	16	81	15
Portland-Vancouver-Hillsboro, OR-WA	100	24	5	71	21
Raleigh-Cary, NC	100	21	25	54	47

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	
Richmond, VA	100	13	25	63	45
Seattle-Tacoma-Bellevue, WA	100	20	11	69	18
St. Louis, MO-IL	100	6	25	69	3
Virginia Beach-Norfolk-Newport News, VA-NC	100	13	25	62	1
5. AREA/STATE FULLY CONTAINED IN AN MSA - 350 SURVEYS**					
DC	175	35	35	105	146
Washington-Arlington-Alexandria, DC-VA-MD-WV	264	57	57	150	1
RI	175	35	20	120	108
Providence-Warwick, RI-MA	210	41	23	147	20
All States including MSA Coverage	11,172	1,754	1,561	7,857	3,268
50 MSA Coverage, Only	5,274	1,008	1,038	3,228	1,071

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.

Table A-3: EPOP:2022 AmeriSpeak Panel Sample Size by MSA/State and Race/Ethnicity

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
AK	1	3	76	80
AL	50	23	213	286
AR	22	10	266	298
AZ	8	65	172	245
CA	49	69	606	724
CO	21	45	165	231
CT	48	36	121	205
DE	31	10	165	206
FL	121	130	506	757
GA	79	35	161	275
HI	2	14	128	144
IA	16	13	338	367
ID	4	33	281	318
IL	42	24	112	178
IN	14	22	103	139
KS	20	18	224	262
KY	32	7	232	271
LA	78	0	228	306
MA	9	42	101	152
MD	0	2	33	35
ME	6	8	256	270
MI	59	30	188	277
MN	5	10	188	203
MO	7	4	106	117
MS	110	14	162	286
MT	1	6	148	155
NC	54	64	211	329
ND	3	2	78	83
NE	20	27	311	358
NH	1	5	91	97
NJ	11	15	109	135
NM	4	113	158	275
NV	3	15	105	123
NY	59	23	151	233
OH	43	24	288	355

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
OK	30	19	244	293
OR	2	10	189	201
PA	48	41	164	253
SC	129	10	263	402
SD	6	11	229	246
TN	32	19	212	263
TX	113	112	435	660
UT	1	10	156	167
VA	31	10	165	206
VT	0	1	144	145
WA	6	38	116	160
WI	0	5	185	190
WV	10	7	256	273
WY	1	3	69	73
Atlanta-Sandy Springs-Alpharetta, GA	95	52	194	341
Austin-Round Rock-Georgetown, TX	14	58	125	197
Baltimore-Columbia-Towson, MD	91	14	221	326
Birmingham-Hoover, AL	30	2	34	66
Boston-Cambridge-Newton, MA-NH	27	61	198	286
Buffalo-Cheektowaga, NY	24	3	133	160
Charlotte-Concord-Gastonia, NC-SC	78	28	170	276
Chicago-Naperville-Elgin, IL-IN-WI	122	103	154	379
Cincinnati, OH-KY-IN	44	11	178	233
Cleveland-Elyria, OH	54	17	162	233
Columbus, OH	41	9	204	254
Dallas-Fort Worth-Arlington, TX	97	161	150	408
Denver-Aurora-Lakewood, CO	15	71	158	244
Detroit-Warren-Dearborn, MI	126	25	212	363
Hartford-East Hartford-Middletown, CT	21	22	118	161
Houston-The Woodlands-Sugar Land, TX	120	176	136	432
Indianapolis-Carmel-Anderson, IN	46	7	164	217
Jacksonville, FL	54	19	122	195
Kansas City, MO-KS	50	13	145	208
Las Vegas-Henderson-Paradise, NV	37	87	150	274
Los Angeles-Long Beach-Anaheim, CA	65	168	181	414

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
Louisville/Jefferson County, KY-IN	19	8	108	135
Memphis, TN-MS-AR	85	6	64	155
Miami-Fort Lauderdale-Pompano Beach, FL	109	199	168	476
Milwaukee-Waukesha, WI	29	12	101	142
Minneapolis-St. Paul-Bloomington, MN-WI	34	10	171	215
Nashville-Davidson--Murfreesboro--Franklin, TN	29	7	157	193
New Orleans-Metairie, LA	81	10	82	173
New York-Newark-Jersey City, NY-NJ-PA	169	246	190	605
Oklahoma City, OK	9	42	128	179
Orlando-Kissimmee-Sanford, FL	62	60	137	259
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	102	43	198	343
Phoenix-Mesa-Chandler, AZ	41	106	185	332
Pittsburgh, PA	27	9	195	231
Portland-Vancouver-Hillsboro, OR-WA	3	20	176	199
Providence-Warwick, RI-MA	13	30	173	216
Raleigh-Cary, NC	44	7	110	161
Richmond, VA	63	6	111	180
Riverside-San Bernardino-Ontario, CA	60	166	192	418
Sacramento-Roseville-Folsom, CA	27	66	187	280
Salt Lake City, UT	4	21	77	102
San Antonio-New Braunfels, TX	21	67	106	194
San Diego-Chula Vista-Carlsbad, CA	22	84	181	287
San Francisco-Oakland-Berkeley, CA	28	83	188	299
San Jose-Sunnyvale-Santa Clara, CA	7	34	133	174
Seattle-Tacoma-Bellevue, WA	25	29	177	231
St. Louis, MO-IL	94	10	165	269
Tampa-St. Petersburg-Clearwater, FL	20	101	147	268
Virginia Beach-Norfolk-Newport News, VA-NC	57	3	130	190
Washington-Arlington-Alexandria, DC-VA-MD-WV	108	38	164	310
TOTAL STATE	15,127	14,184	21,774	51,085
TOTAL MSA	17,905	10,667	5,124	33,696
Combined TOTAL	33,032	24,851	26,898	84,781

TABLE A-4: EPOP:2022 First Phase ABS Sample Size by State and MSA

State/MSA	Sample Count
AK	18,071
AL	505
AR	7,326
AZ	6,785
CA	21,346
CT	3,473
CO	0
DE	15,132
FL	3,552
GA	1,411
HI	19,919
IA	15,509
ID	4,071
IL	4,062
IN	836
KS	8,230
KY	2,199
LA	0
MA	4,583
MD	10,220
ME	6,305
MI	0
MN	5,155
MO	0
MS	6,869
MT	5,437
NC	1,068
ND	11,703
NE	11,951
NH	7,328
NJ	2,934
NM	9,010
NV	11,819
NY	4,605
OH	624
OK	1,520
OR	6,866
PA	3,497
SC	11,033
SD	10,292
TN	1,107

State/MSA	Sample Count
TX	4,036
UT	1,704
VA	15,308
VT	8,857
WA	22
WI	0
WV	5,619
WY	6,885
Atlanta-Sandy Springs-Alpharetta, GA	2,354
Austin-Round Rock-Georgetown, TX	5,073
Baltimore-Columbia-Towson, MD	9,846
Birmingham-Hoover, AL	7,157
Boston-Cambridge-Newton, MA-NH	2,552
Buffalo-Cheektowaga, NY	1,954
Charlotte-Concord-Gastonia, NC-SC	1,981
Chicago-Naperville-Elgin, IL-IN-WI	0
Cincinnati, OH-KY-IN	108
Cleveland-Elyria, OH	2,742
Columbus, OH	3,925
Dallas-Fort Worth-Arlington, TX	218
Denver-Aurora-Lakewood, CO	5,897
Detroit-Warren-Dearborn, MI	4,719
Hartford-East Hartford-Middletown, CT	2,727
Houston-The Woodlands-Sugar Land, TX	0
Indianapolis-Carmel-Anderson, IN	11,353
Jacksonville, FL	3,368
Kansas City, MO-KS	1,140
Las Vegas-Henderson-Paradise, NV	3,203
Los Angeles-Long Beach-Anaheim, CA	0
Louisville/Jefferson County, KY-IN	242
Memphis, TN-MS-AR	138
Miami-Fort Lauderdale-Pompano Beach, FL	472
Milwaukee-Waukesha, WI	7,061
Minneapolis-St. Paul-Bloomington, MN-WI	8,613
Nashville-Davidson--Murfreesboro-- Franklin, TN	8,124
New Orleans-Metairie, LA	8,202
New York-Newark-Jersey City, NY-NJ-PA	0
Oklahoma City, OK	5,613
Orlando-Kissimmee-Sanford, FL	1,831
Philadelphia-Camden-Wilmington, PA-NJ	278
Phoenix-Mesa-Chandler, AZ	540

State/MSA	Sample Count
Pittsburgh, PA	2,228
Portland-Vancouver-Hillsboro, OR-WA	4,958
Providence-Warwick, RI-MA	2,329
Raleigh-Cary, NC	4,814
Richmond, VA	11,634
Riverside-San Bernardino-Ontario, CA	0
Sacramento-Roseville-Folsom, CA	3,437
Salt Lake City, UT	10,785
San Antonio-New Braunfels, TX	1,809
San Diego-Chula Vista-Carlsbad, CA	809
San Francisco-Oakland-Berkeley, CA	2,400
San Jose-Sunnyvale-Santa Clara, CA	1,612
Seattle-Tacoma-Bellevue, WA	3,384
St. Louis, MO-IL	1,021
Tampa-St. Petersburg-Clearwater, FL	1,990
Virginia Beach-Norfolk-Newport News, VA-NC	78
Washington-Arlington-Alexandria, DC-VA-MD-WV	240
TOTAL STATE	308,784
TOTAL MSA	178,723
Combined TOTAL	487,507

TABLE A-5: EPOP:2022 Second Phase ABS Sample Size by MSA/State and Race/Ethnicity

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
AK	927	289	163	1,379
AL	23	15	0	38
AR	284	484	1,659	2,427
AZ	239	270	0	509
CA	1,078	0	2,326	3,404
CO	0	0	0	0
CT	388	46	0	434
DE	217	449	534	1,200
FL	62	89	63	214
GA	591	903	0	1,494
HI	957	879	615	2,451
IA	85	509	1,283	1,877
ID	414	209	158	781
IL	24	46	0	70
IN	589	834	1,021	2,444
KS	196	66	201	463
KY	0	0	0	0
LA	297	47	0	344
MA	374	392	1,140	1,906
MD	153	127	167	447
ME	0	0	0	0
MI	204	197	261	662
MN	0	0	0	0
MO	1,111	153	157	1,421
MS	84	216	408	708
MT	72	61	73	206
NC	576	391	918	1,885
ND	828	1,184	2,037	4,049

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
NE	188	346	451	985
NH	431	384	0	815
NJ	324	338	19	681
NM	445	517	0	962
NV	364	260	0	624
NY	28	19	0	47
OH	67	123	158	348
OK	75	497	0	572
OR	204	233	0	437
PA	396	523	1,161	2,080
SC	35	48	0	83
SD	432	0	0	432
TN	50	188	63	301
TX	596	552	1,877	3,025
UT	212	172	280	664
VA	1	3	0	4
VT	0	0	0	0
WA	251	108	206	565
WI	196	680	985	1,861
WV	927	289	163	1,379
WY	23	15	0	38
Atlanta-Sandy Springs-Alpharetta, GA	925	175	241	1,341
Austin-Round Rock-Georgetown, TX	439	0	0	439
Baltimore-Columbia-Towson, MD	573	477	0	1,050
Birmingham-Hoover, AL	1,067	249	15	1,331
Boston-Cambridge-Newton, MA-NH	226	247	0	473
Buffalo-Cheektowaga, NY	233	92	407	732
Charlotte-Concord-Gastonia, NC-SC	566	153	145	864

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
Chicago-Naperville-Elgin, IL-IN-WI	0	0	0	0
Cincinnati, OH-KY-IN	1	4	9	14
Cleveland-Elyria, OH	574	148	305	1,027
Columbus, OH	351	140	0	491
Dallas-Fort Worth-Arlington, TX	6	48	0	54
Denver-Aurora-Lakewood, CO	440	3	0	443
Detroit-Warren-Dearborn, MI	166	188	169	523
Hartford-East Hartford-Middletown, CT	344	326	1,140	1,810
Houston-The Woodlands-Sugar Land, TX	0	0	0	0
Indianapolis-Carmel-Anderson, IN	470	592	1,284	2,346
Jacksonville, FL	275	291	0	566
Kansas City, MO-KS	181	85	28	294
Las Vegas-Henderson-Paradise, NV	483	118	0	601
Los Angeles-Long Beach-Anaheim, CA	0	0	0	0
Louisville/Jefferson County, KY-IN	21	9	31	61
Memphis, TN-MS-AR	15	6	10	31
Miami-Fort Lauderdale-Pompano Beach, FL	99	0	19	118
Milwaukee-Waukesha, WI	1,162	656	163	1,981
Minneapolis-St. Paul-Bloomington, MN-WI	769	441	0	1,210
Nashville-Davidson—Murfreesboro—Franklin, TN	736	505	0	1,241
New Orleans-Metairie, LA	422	603	477	1,502
New York-Newark-Jersey City, NY-NJ-PA	0	0	0	0
Oklahoma City, OK	765	77	0	842
Orlando-Kissimmee-Sanford, FL	222	236	0	458
Philadelphia-Camden-Wilmington, PA-NJ	13	22	0	35
Phoenix-Mesa-Chandler, AZ	30	105	0	135
Pittsburgh, PA	230	9	0	239
Portland-Vancouver-Hillsboro, OR-WA	178	566	0	744
Providence-Warwick, RI-MA	540	675	0	1,215

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
Raleigh-Cary, NC	1,285	411	9	1,705
Richmond, VA	934	536	0	1,470
Riverside-San Bernardino-Ontario, CA	0	0	0	0
Sacramento-Roseville-Folsom, CA	309	207	0	516
Salt Lake City, UT	410	393	0	803
San Antonio-New Braunfels, TX	153	0	118	271
San Diego-Chula Vista-Carlsbad, CA	45	157	0	202
San Francisco-Oakland-Berkeley, CA	213	131	0	344
San Jose-Sunnyvale-Santa Clara, CA	19	384	0	403
Seattle-Tacoma-Bellevue, WA	182	325	532	1,039
St. Louis, MO-IL	46	31	0	77
Tampa-St. Petersburg-Clearwater, FL	276	23	0	299
Virginia Beach-Norfolk-Newport News, VA-NC	1	6	0	7
Washington-Arlington-Alexandria, DC-VA-MD-WV	1,510	817	22	2,349
TOTAL STATE	15,127	14,184	21,774	51,085
TOTAL MSA	17,905	10,667	5,124	33,696
Combined TOTAL	33,032	24,851	26,898	84,781

Table A-6: EPOP:2022 Third Phase (Released) ABS Sample Size by MSA/State and Race/Ethnicity

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
AK	371	116	16	503
AL	9	6	0	15
AR	114	194	166	474
AZ	96	108	0	204
CA	431	0	233	664
CO	0	0	0	0
CT	155	18	0	173
DC	260	386	208	854
DE	87	180	53	320
FL	25	36	6	67
GA	236	361	0	597
HI	383	352	62	797
IA	34	204	128	366
ID	166	84	16	266
IL	10	18	0	28
IN	236	334	102	672
KS	78	26	20	124
KY	0	0	0	0
LA	119	19	0	138
MA	150	157	114	421
MD	61	51	17	129
ME	0	0	0	0
MI	82	79	26	187
MN	0	0	0	0
MO	444	61	16	521
MS	34	86	41	161
MT	29	24	7	60

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
NC	230	156	92	478
ND	331	474	204	1,009
NE	75	138	45	258
NH	172	154	0	326
NJ	130	135	2	267
NM	178	207	0	385
NV	146	104	0	250
NY	11	8	0	19
OH	27	49	16	92
OK	30	199	0	229
OR	82	93	0	175
PA	158	209	116	483
RI	164	148	131	443
SC	14	19	0	33
SD	173	0	0	173
TN	20	75	6	101
TX	238	221	188	647
UT	85	69	28	182
VA	0	1	0	1
VT	0	0	0	0
WA	100	43	21	164
WI	78	272	99	449
WV	371	116	16	503
WY	9	6	0	15
Atlanta-Sandy Springs-Alpharetta, GA	370	70	24	464
Austin-Round Rock-Georgetown, TX	176	0	0	176
Baltimore-Columbia-Towson, MD	229	191	0	420
Birmingham-Hoover, AL	427	100	2	529

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
Boston-Cambridge-Newton, MA-NH	90	99	0	189
Buffalo-Cheektowaga, NY	93	37	41	171
Charlotte-Concord-Gastonia, NC-SC	226	61	15	302
Chicago-Naperville-Elgin, IL-IN-WI	0	0	0	0
Cincinnati, OH-KY-IN	0	2	1	3
Cleveland-Elyria, OH	230	59	31	320
Columbus, OH	140	56	0	196
Dallas-Fort Worth-Arlington, TX	2	19	0	21
Denver-Aurora-Lakewood, CO	176	1	0	177
Detroit-Warren-Dearborn, MI	66	75	17	158
Hartford-East Hartford-Middletown, CT	138	130	114	382
Houston-The Woodlands-Sugar Land, TX	0	0	0	0
Indianapolis-Carmel-Anderson, IN	188	237	128	553
Jacksonville, FL	110	116	0	226
Kansas City, MO-KS	72	34	3	109
Las Vegas-Henderson-Paradise, NV	193	47	0	240
Los Angeles-Long Beach-Anaheim, CA	0	0	0	0
Louisville/Jefferson County, KY-IN	8	4	3	15
Memphis, TN-MS-AR	6	2	1	9
Miami-Fort Lauderdale-Pompano Beach, FL	40	0	2	42
Milwaukee-Waukesha, WI	465	262	16	743
Minneapolis-St. Paul-Bloomington, MN-WI	308	176	0	484
Nashville-Davidson—Murfreesboro—Franklin, TN	294	202	0	496
New Orleans-Metairie, LA	169	241	48	458
New York-Newark-Jersey City, NY-NJ-PA	0	0	0	0
Oklahoma City, OK	306	31	0	337
Orlando-Kissimmee-Sanford, FL	89	94	0	183
Philadelphia-Camden-Wilmington, PA-NJ	5	9	0	14
Phoenix-Mesa-Chandler, AZ	12	42	0	54

State/MSA	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
Pittsburgh, PA	92	4	0	96
Portland-Vancouver-Hillsboro, OR-WA	71	226	0	297
Providence-Warwick, RI-MA	239	270	0	509
Raleigh-Cary, NC	514	164	1	679
Richmond, VA	374	214	0	588
Riverside-San Bernardino-Ontario, CA	0	0	0	0
Sacramento-Roseville-Folsom, CA	124	83	0	207
Salt Lake City, UT	164	157	0	321
San Antonio-New Braunfels, TX	61	0	12	73
San Diego-Chula Vista-Carlsbad, CA	18	63	0	81
San Francisco-Oakland-Berkeley, CA	85	52	0	137
San Jose-Sunnyvale-Santa Clara, CA	8	154	0	162
Seattle-Tacoma-Bellevue, WA	73	130	53	256
St. Louis, MO-IL	18	12	0	30
Tampa-St. Petersburg-Clearwater, FL	110	9	0	119
Virginia Beach-Norfolk-Newport News, VA-NC	0	2	0	2
Washington-Arlington-Alexandria, DC-VA-MD-WV	604	344	2	950
TOTAL STATE	6,052	5,674	2,179	13,905
TOTAL MSA	7,183	4,281	514	11,978
Combined TOTAL	13,235	9,955	2,693	25,883

Table A-7: EPOP:2022 Target Number of ABS Complete Surveys by MSA/State and Race/Ethnicity

Geographic Location	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
AK	10.3	23.8	111.4	145.6
AL	0	.4	0	.4
AR	28.9	24.0	14.2	67.1
AZ	3.3	0	0	3.3
CA	13.9	0	0	13.9
CO	0	0	0	.0
CT	4.4	1.6	0	6.0
DC	27.4	27.8	40.2	95.5
DE	6.9	10.0	0	16.9
FL	0	.7	0	.7
GA	6.0	32.3	73.5	111.7
HI	9.4	19.5	0	28.9
IA	.3	26.4	18.7	45.4
ID	0	6.7	0	6.7
IL	0	1.3	0	1.3
IN	9.5	17.3	8.1	34.9
KS	.0	2.4	0	2.4
KY	0	0	0	0
LA	4.0	.3	0	4.3
MA	.0	13.4	6.6	19.9
MD	4.2	4.4	81.9	90.5
ME	0	0	0	0
MI	4.9	5.1	0	10.0
MN	0	0	0	0
MO	3.7	4.8	58.1	66.5
MS	1.6	12.3	101.6	115.5
MT	0	0	0	0
NC	9.2	11.7	103.2	124.1
ND	13.2	28.1	0	41.3
NE	4.2	10.8	103.2	118.2
NH	20.2	18.6	30.0	68.7

Geographic Location	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
NJ	4.4	0	73.8	78.1
NM	6.0	5.3	7.1	18.5
NV	0	13.8	0	13.8
NY	0	0	0	0
OH	0	5.4	0	5.4
OK	.5	12.5	0	12.9
OR	13.2	10.0	0	23.3
PA	0	15.5	0	15.5
RI	6.2	11.6	66.2	84.0
SC	0	2.1	0	2.1
SD	22.8	0	0	22.8
TN	.1	8.3	1.6	10.1
TX	0	19.8	0	19.8
UT	0	6.7	103.5	110.3
VA	0	.1	0	.1
VT	0	0	0	0
WA	9.9	2.8	53.3	66.0
WI	2.3	34.5	111.9	148.7
WV	10.3	23.8	111.4	145.6
WY	0	.4	0	.4
Atlanta-Sandy Springs-Alpharetta, GA	0	10.6	0	10.6
Austin-Round Rock-Georgetown, TX	9.4	8.5	10.8	28.7
Baltimore-Columbia-Towson, MD	0	8.7	0	8.7
Birmingham-Hoover, AL	16.6	8.3	49.8	74.7
Boston-Cambridge-Newton, MA-NH	10.3	9.7	0	20.0
Buffalo-Cheektowaga, NY	17.8	10.1	10.2	38.1
Charlotte-Concord-Gastonia, NC-SC	4.5	11.8	.0	16.3
Chicago-Naperville-Elgin, IL-IN-WI	0	.5	0	.5
Cincinnati, OH-KY-IN	10.5	1.9	7.6	20.0
Cleveland-Elyria, OH	7.5	6.4	0	13.9
Columbus, OH	14.9	4.8	0	19.7
Dallas-Fort Worth-Arlington, TX	0	0	0	0
Denver-Aurora-Lakewood, CO	7.2	11.0	0	18.2

Geographic Location	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
Detroit-Warren-Dearborn, MI	0	5.4	0	5.4
Hartford-East Hartford-Middletown, CT	15.3	21.7	6.0	43.0
Houston-The Woodlands-Sugar Land, TX	0	0	0	0
Indianapolis-Carmel-Anderson, IN	14.3	10.8	0	25.2
Jacksonville, FL	10.4	11.2	11.5	33.2
Kansas City, MO-KS	8.2	14.8	0	23.0
Las Vegas-Henderson-Paradise, NV	14.7	9.6	0	24.3
Los Angeles-Long Beach-Anaheim, CA	0	0	0	0
Louisville/Jefferson County, KY-IN	16.6	6.7	28.1	51.3
Memphis, TN-MS-AR	4.0	10.7	41.6	56.3
Miami-Fort Lauderdale-Pompano Beach, FL	6.7	0	0	6.7
Milwaukee-Waukesha, WI	16.8	17.1	0	33.8
Minneapolis-St. Paul-Bloomington, MN-WI	12.5	10.5	0	23.0
Nashville-Davidson--Murfreesboro-- Franklin, TN	18.8	11.8	7.8	38.4
New Orleans-Metairie, LA	3.4	15.2	23.0	41.6
New York-Newark-Jersey City, NY-NJ-PA	0	0	0	0
Oklahoma City, OK	17.4	17.8	21.2	56.3
Orlando-Kissimmee-Sanford, FL	20.3	8.9	0	29.2
Philadelphia-Camden-Wilmington, PA-NJ	.2	9.0	0	9.2
Phoenix-Mesa-Chandler, AZ	2.4	2.4	0	4.8
Pittsburgh, PA	11.2	0	0	11.2
Portland-Vancouver-Hillsboro, OR-WA	5.1	19.2	0	24.3
Providence-Warwick, RI-MA	15.3	21.1	88.2	124.6
Raleigh-Cary, NC	15.4	19.8	10.5	45.6
Richmond, VA	12.1	11.8	17.6	41.5
Riverside-San Bernardino-Ontario, CA	0	0	0	0
Sacramento-Roseville-Folsom, CA	9.4	9.3	0	18.8
Salt Lake City, UT	3.5	19.5	46.3	69.2
San Antonio-New Braunfels, TX	5.7	0	21.6	27.2
San Diego-Chula Vista-Carlsbad, CA	1.3	8.6	0	9.9
San Francisco-Oakland-Berkeley, CA	9.3	8.7	0	18.0
San Jose-Sunnyvale-Santa Clara, CA	2.3	19.4	16.0	37.7
Seattle-Tacoma-Bellevue, WA	5.6	11.8	0	17.4

Geographic Location	Race/Ethnicity			Total
	Non-Hispanic Black	Hispanic	Non-Hispanic Other	
St. Louis, MO-IL	1.6	2.3	1.4	5.3
Tampa-St. Petersburg-Clearwater, FL	13.5	5.2	0	18.7
Virginia Beach-Norfolk-Newport News, VA-NC	7.7	12.9	12.5	33.1
Washington-Arlington-Alexandria, DC-VA-MD-WV	32.5	44.4	91.2	168.1
TOTAL STATE	250.9	452.2	1168.0	1871.1
TOTAL MSA	432.3	490.1	522.7	1445.1
Combined TOTAL	683.2	942.3	1690.7	3316.2

APPENDICES B: SURVEY VALIDATION

Appendix B-1: Key Informant Memo

September 1, 2021

To: {Key Informant Name}, {Affiliation}

From: Tim Johnson (NORC)

RE: Entrepreneurship Population Survey Key Informant Reference Guide

Dear {Key Informant Name},

Thank you for agreeing to consult with us regarding the survey questionnaire we are developing for the Kauffman Foundation. We're interested in your general thoughts and recommendations regarding ways to improve this questionnaire to achieve our over-arching goal of accurately profiling the U.S. adult population regarding their experiences with and/or their interest in entrepreneurship.

The Annual Entrepreneurship Population Survey (EPOP Survey) is designed to provide an accurate measure of “entrepreneurship status” among the adult U.S. population, both overall and by demographic subgroups, allowing researchers to fully understand the various stages and prevalence of business development activities in the population. Survey findings will be broadly shared to provide insight into the influences that support or inhibit business ownership in the U.S.

NORC is working with the Kauffman Foundation to revise an existing entrepreneurship survey instrument they piloted in 2020. As an initial step in this process, we are interviewing leading entrepreneurship experts to get their feedback on the initial survey scope and design. To familiarize yourself with the draft survey instrument, please review the general outline of the pilot survey below, our current working definition of entrepreneurship categories, and our revised categorization model (attached PDF document).

The survey currently categorizes participants into seven categories of “entrepreneurship status” based on their stated type of work and whether they currently do or ever wanted to own a business. These categories are not mutually exclusive and include:

- Current entrepreneurs (9.3% of the adult population in the 2020 pilot survey): defined as individuals who own their own business
- Former entrepreneurs (7.3%): defined as individuals who have previously owned their own business
- Current nascent entrepreneurs (7.4%): defined as individuals who are actively in the process of starting a business at the time of the survey

- Withdrawn nascent entrepreneurs (6.4%): defined as those 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
- Current freelancers (12.1%): defined as individuals who work on a contract basis for multiple employers
- Former freelancers (7.0%): defined as individuals who have previously worked on a contract basis for multiple employers but are not doing so currently
- Gig workers (unknown, not differentiated in pilot): defined as individuals who work temporary jobs in the service sector as independent contractors

Following the categorization questions, participants are asked several questions related to their experiences, networks, and attitudes regarding entrepreneurship as well as demographic questions. The core content areas roughly fell into the following categories:

- Background information
 - Items assessing the type of industry, number of employees, and the degree to which the business serves as personal income
- Capital and business forecasting
 - Items that measures business profit potential and the source of expected, and actual capital needed to start business
- Entrepreneurship considerations
 - Items assessing confidence in and importance of performing entrepreneurial tasks like managing finances, finding customers, marketing, and/or developing a business plan
- Business threats
 - Items assessing threats that could derail entrepreneurial endeavors or prevent them from occurring like losing focus, having difficulty with partners, or time commitment
- Entrepreneurship reasons
 - Items assessing why one would start and/or end their own business (e.g., to make money, to follow passion, better work-life balance)
- Entrepreneurship experience and network
 - Items assessing prior experience owning or investing in a business and how connected one is to other entrepreneurs
- Entrepreneurship attitudes
 - Items assessing attitudes related to starting a business (e.g., in general, for spouse, general advisement)

We would greatly appreciate getting your feedback on these categorizations and content areas. For further clarification, we've provided a flowchart in PDF format to walk you through the survey categorization scheme. During our discussion we will ask several questions to guide the discussion. Please reach out if you have any questions or concerns ahead of our scheduled meeting.

Appendix B-2: Key Informant Reference Guide and Flowchart of Screener

The Annual Entrepreneurship Population Survey is designed to provide an accurate measure of “entrepreneurship status” among the adult U.S. population, both overall and by demographic subgroups, allowing researchers to fully understand the various stages and prevalence of business development activities in the population. Survey findings will be broadly shared to provide insight into the influences that support or inhibit business ownership in the U.S.

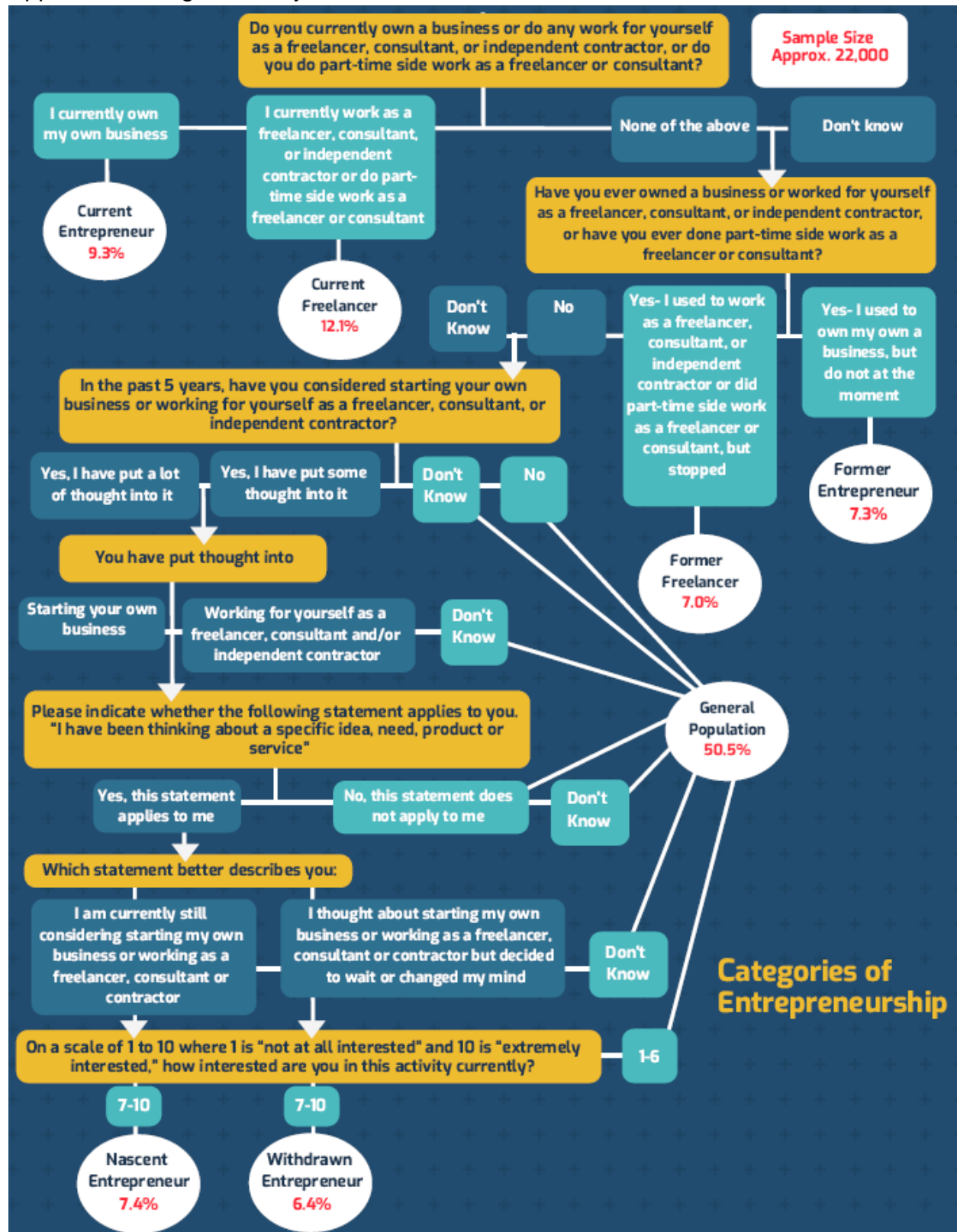
NORC is working with the Kauffman Foundation to validate their existing entrepreneurship survey instrument they piloted in 2020. As an initial step in our validation process, we are interviewing leading entrepreneurship experts to get their feedback on the initial survey scope and design. To familiarize yourself with the existing survey instrument, please review the general outline of the pilot survey below, our detailed modeling of entrepreneurship type categorization as original proposed (page 2), our assessment of improvement areas for categorization (page 3), and our revised categorization model (page 4).

The pilot survey categorized participants into one of seven categories of “entrepreneurship status” based on their stated type of work and whether they currently do or ever wanted to own a business (see page 2 for details on categorization). Following the categorization questions, participants were asked several questions related to their experiences, networks, and attitudes regarding entrepreneurship as well as demographic questions. The core content areas roughly fell into the following categories:

- Background information
 - Items assessing the type of industry, number of employees, and the degree to which the business serves as personal income.
- Capital and business forecasting.
 - Items that measure business profit potential and the source of expected, and actual capital needed to start business.
- Entrepreneurship considerations
 - Items assessing confidence in and importance of performing entrepreneurial tasks like managing finances, finding customers, marketing, and/or developing a business plan.
- Business threats
 - Items assessing threats that could derail entrepreneurial endeavors or prevent them from occurring like losing focus, having difficulty with partners, or time commitment.
- Entrepreneurship reasons
 - Items assessing why one would start and/or end their own business (e.g., to make money, to follow passion, better work-life balance).

-
- Entrepreneurship experience and network
 - Items assessing prior experience owning or investing in a business and how connected one is to other entrepreneurs.
 - Entrepreneurship attitudes
 - Items assessing attitudes related to starting a business (e.g., in general, for spouse, general advisement).

Appendix A2. Figure 1. Key Informant Screener Flowchart



The set of items outlined in Figure 1 has reasonably categorized participants into the designated entrepreneurship categories.

- In total, 50.5% of respondents were categorized as engaging in some form of entrepreneurial activity, currently or previously.

After further inspection though, we recognized we might be overlooking the opportunity to also assess the experiences of gig workers.

- The Enterprising and Informal Work Activities (EIWA) Survey found that more than 56% of women and 44% of men engaged in informal paid work activities. In addition, informal paid work is a significant source of monthly income for 23% of respondents.

We conducted a side-by-side comparison of EIWA and EPOP items, and decided to introduce items from the EIWA to categorize participants into:

- Current Entrepreneur, Current Freelance and Gig Worker categories
- Not only did the addition of these items allow us to capture a wide range of gig work, but the EIWA items also allowed us to:
 - Ask participants to differentiate between their main form of employment and additional sources of paid income.
 - The EIWA items use a more nuanced set of self-label response options to categorize current entrepreneurs.
 - EIWA: I work as a sole proprietor. Partner in a partnership or as a small business owner VERSUS
 - EPOP: I currently own my own business
 - as well as differentiates between current freelance and contract work from on-demand and on-call work.
- These new items are on the following page, Page 1 of Figure 2.

We maintained the items from our pilot survey, used to categorize participants into:

- Former Entrepreneur, Former Freelancer, Nascent Entrepreneurs, Former Nascent Entrepreneur
- These new items are on the last page, Page 2 of Figure 2.

As was the case in the pilot survey, participants who do not indicate currently or previously having engaged in entrepreneurial activities (based on the outlined categorization system) were categorized as General Population. This group will be asked follow-up questions about their experiences interacting with entrepreneurs, and follow-up questions to determine if they are engaging in entrepreneurial activities, not yet captured by our categorization system.

First, we have some questions on activities that you may have been paid to do. In the last 6 months, have you been paid for the following?

Activity	Yes	No
Babysitting, child care services, dog walking and/or house sitting		
Disabled adult and/or elder care services		
House cleaning, painting, yard work, landscaping, and/or other property maintenance work		
Providing personal services to individuals, such as: picking up their dry cleaning, helping people move, running errands, booking travel, etc.		
Completing online tasks through websites, such as Amazon Services, MTurk, Fiverr, Task Rabbit, YouTube, etc., Such tasks might include editing documents, reviewing resumes, writing songs, creating graphic designs, rating pictures, posting videos, blog posts, etc.		
Renting out property, such as your car, your phone, your place of residence, or other items you own, through websites, newspaper ads, flyers, etc.		
Selling new/used goods, handcrafts, etc. online through eBay, Craigslist, or other websites		
Other online paid activities		
Selling goods (such as food, handcrafts, etc.) or services at flea markets, swap meets, garage sales, mobile vans/truck, stalls/kiosks or other temporary physical outlets/locations		
Selling used goods (such as clothes, wedding dresses, handcrafts, etc.) at consignment shops or thrift shops.		
Other paid activities		

We are interested in your job status. In the past 6 months, which one of the following BEST describes your current employment situation?

☐ Not employed, but looking.
☐ Not employed, not looking, or Disabled and not working
☐ Temporarily Laid Off, Homemaker, Student, or Retired
☐ Employed Now

YES to any Gig Workers

Gen Pop

Besides being _____, in the past 6 months did you also have a paid job?

☐ No
☐ Yes

Thinking of your main job, in the past 6 months did you:

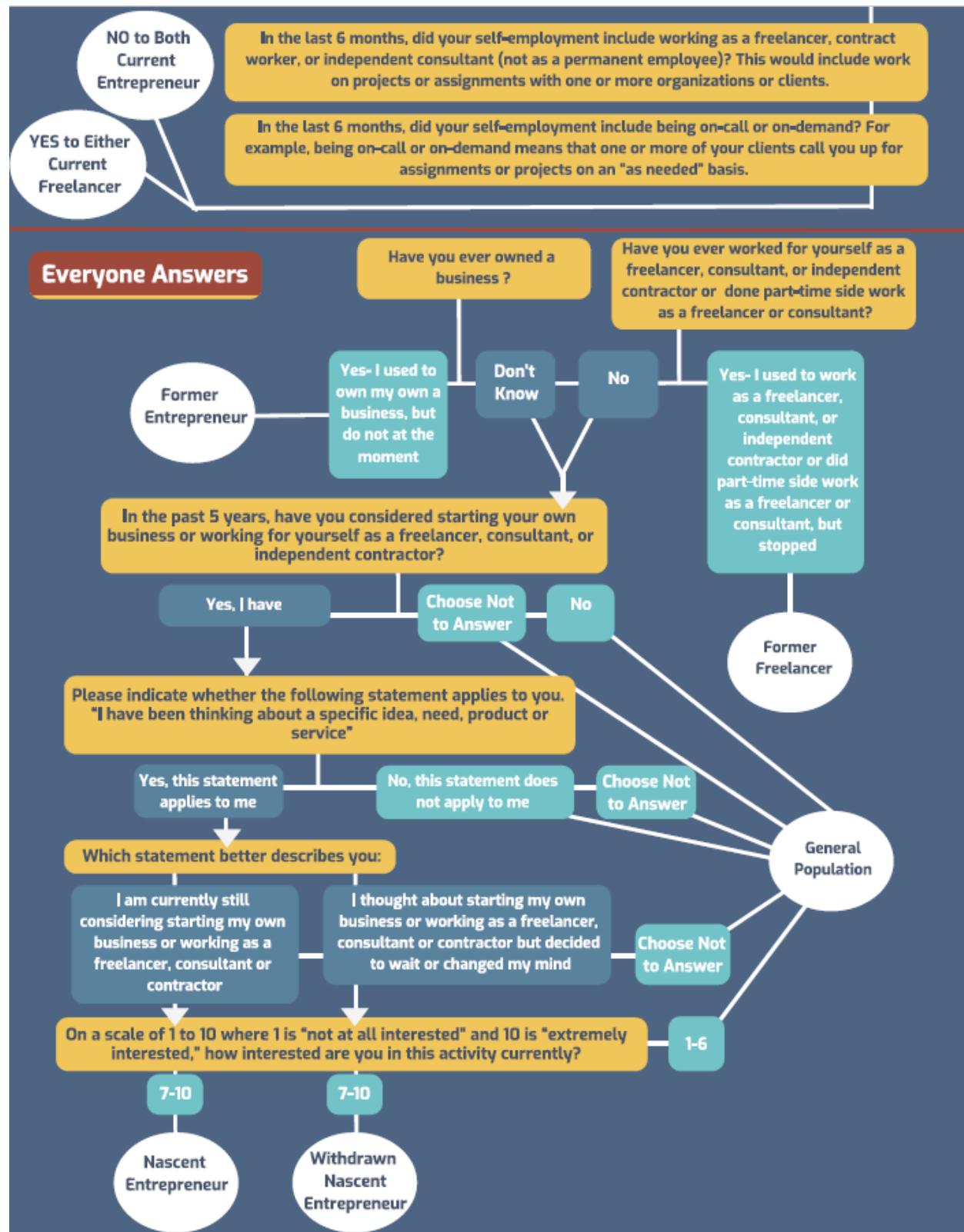
☐ Work full-time for someone else
☐ OR
☐ Work part-time for someone else
☐ Work as a partner in a partnership (e.g. partner in law firm, medical practice)
☐ OR
☐ Work as a sole proprietor
☐ OR
☐ Work as a small business owner
☐ Work for yourself (self-employed)
☐ OR
☐ Work as a consultant or contractor

Altogether, how many different jobs/employment activities did you have in the last 6 months at which you made any money (including any work from which you were temporarily laid off)?

Which of the following best describes the partnership/sole proprietorship/small business you own?

1. Clinics/Medical Office
2. Construction Company
3. Daycare (children)
4. Elder care / home health care
5. Business/Support Services (such as engineering firm, architects*/lawyer's office, research, marketing, webdesign/program coding, communication, etc.)
6. Factory/manufacturing
7. Farming/agriculture, animal, ranching, organic food, etc.
8. Finance, insurance, rental/real estate or property management
9. Food catering/restaurant/food truck/food stall
10. Personal services
11. Retail/Store/Shop
12. Tutoring/Education
13. Specialty handcrafts, cabinetry, sewing, upholstery, electrical, plumbing, etc.
14. Other, specify [TEXT]

Current Entrepreneur



Appendix B-3: Key Informant Interview Guide

Version 5

9/04/21

Thank you for agreeing to consult with us regarding the survey materials we shared with you in advance of this call.

We'd like to record this call so that we don't miss anything. Is that OK with you?

HIT RECORD BUTTON ON ZOOM

We're interested in your general thoughts and recommendations regarding how best to profile the U.S. adult population regarding their experiences with and/or their interest in entrepreneurship. Right now, our working definition of entrepreneurship is:

An individual who “organizes, manages, and assumes the risks of a business or enterprise.” [definition from Merriam-Webster Dictionary]

1. I'd like to begin by asking if you have any thoughts about this definition or how we might improve it?
2. As we also mentioned to you when first sharing our draft measures, we have been thinking of an initial typology that distinguishes those having engaged in entrepreneurship from those who have not. Our current thinking identifies eight distinct groups that are operationalized in the instrument. These include:

Current entrepreneurs: defined as individuals who own their own business

Former entrepreneurs: defined as individuals who have previously owned their own business

Current nascent entrepreneurs: defined as individuals who are actively in the process of starting a business at the time of the survey

Withdrawn nascent entrepreneurs: defined as those 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

Current freelancers: defined as individuals who work on a contract basis for multiple employers

Former freelancers: defined as individuals who have previously worked on a contract basis for multiple employers but are not doing so currently

Gig workers: defined as individuals who work temporary jobs in the service sector as independent contractors

Non-entrepreneurs: defined as individuals from the general population who have never been engaged in entrepreneurship or business ownership at any stage

Overall, what do you see as the advantages and disadvantages of this approach to classifying various types of entrepreneurship?

- a. [IF NOT YET MENTIONED]: Do you think all types of entrepreneurs and non-entrepreneurs are adequately represented in this 8-group typology?
3. We are wondering if and how the first group, current entrepreneurs, might best be sub-classified? One thought is to differentiate those with long-term ownership experience from those with less time as business owners. Do you think that is a meaningful distinction?
 - a. [IF SO]: how would you define long-term vs. shorter-term ownership?
 - b. [IF NOT MENTIONED]: Should the typology also distinguish between business owners who built their business from the ground-up vs. those who inherited a business?
 - c. Would it be useful to draw a distinction between those who have innovated or developed a new product vs. those providing a basic service (i.e., a dry-cleaning business or a fast food franchise)?
 - d. Do you think a distinction between full-time and part-time entrepreneurs be important to examine?
 - e. What about distinguishing those who own a single business from those who own or who have developed multiple businesses?
4. The second group in the current typology are former entrepreneurs. Do you think there are any meaningful or important ways to sub-classify this group?
 - a. Is there a point where an entrepreneur organizes a new business, maybe a dental practice, that becomes successful but at some point, is just running this existing business and should no longer really be considered an entrepreneur?
5. How about the distinction our typology draws between currently nascent entrepreneurs and withdrawn entrepreneurs? That is, the distinction between those who currently want to become entrepreneurs and are actively in the process of starting a business, and those who in the past had a specific idea and took active steps towards starting a business, but

ultimately did not follow through and are no longer considering it. Do you think this a meaningful distinction?

- a. [IF NOT YET MENTIONED]: Do you see any useful or meaningful ways to sub-classify nascent entrepreneurs?
 - b. [IF NOT YET MENTIONED]: Do you see any useful or meaningful ways to sub-classify withdrawn entrepreneurs?
6. You will also note this typology distinguishes freelancers and gig workers from entrepreneurs. In your opinion, is that an appropriate distinction?
 - a. [IF NOT YET MENTIONED]: Do you see any useful or meaningful ways to sub-classify freelancers and/or gig workers?
 - b. [IF NOT YET MENTIONED]: Should these two groups be distinguished at all? Do you think it is necessary to do so in practice?
7. And what about non-entrepreneurs – those individuals in the general population who have never been engaged in entrepreneurship or business ownership at any stage? Is this group too broad? For example, should it be decomposed into groups based on general attitudes towards entrepreneurship?
8. Do you think the eight general categories we have here are exhaustive for profiling entrepreneurship?
 - a. [IF NOT YET MENTIONED]: What about persons who might be part-time employees and part-time entrepreneurs? How could they be best classified? Is this even a necessary distinction?
9. Can you think of any alternative approaches to classifying entrepreneurs and non-entrepreneurs that might be considered?
 - a. [IF NOT MENTIONED]: Our typology is largely behavior-based: whether individuals have engaged in various activities relevant to entrepreneurship or not. Would a more attitudinal approach, in which a multiple-item battery of survey questions that assess beliefs regarding entrepreneurship and/or innovation be of any value?

-
10. [IF NOT YET MENTIONED]: Are there any existing measures of entrepreneurship that we should be looking at?
 11. Do you have other thoughts, suggestions, or recommendations for improving this draft questionnaire that we have not already discussed?
 12. Are there any books or articles on this topic that you would recommend we review before finalizing this instrument for testing?
 13. Thank you for taking the time to consult with us regarding this questionnaire draft.
 14. MENTION HONORARIUM

Appendix B-4: Changes to Ancillary Items based on Key Informant Interviews

EPOP Survey Ancillary Items for Cognitive Interview

Pursuing Entrepreneurship

[IF GENPOP ≠ YES]

This first set of questions will focus on the steps you took or have taken to pursue [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS].

PE_EMPSTAT_1

1. When you first started pursuing the idea of [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS], what was your employment status? *Select all that apply.*
 - a. Working full-time for one employer
 - b. Working part-time for one employer
 - c. Working for multiple employers
 - d. Self-Employed/Working for myself full-time
 - e. Self-Employed/Working for myself part-time
 - f. Unemployed, looking for work
 - g. Unemployed, not looking for work
 - h. Retired
 - i. Student
 - j. Homemaker
 - k. Other (specify)

PE_FINANCE_1

2. When you first started pursuing the idea of [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS], what was the financial situation of your household?
 - a. Not at all strong
 - b. Not very strong
 - c. Somewhat strong
 - d. Very strong
 - e. Extremely strong

PE_EMPBENEFIT_1

3. [IF PE_EMPSTAT_1 = a, b, c, d, OR e] When you first started pursuing the idea of [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS], to what extent was/were...

[OPTIONS INCLUDE NOT AT ALL, SLIGHTLY, MODERATELY, VERY, EXTREMELY]

- a. The pay good
- b. The benefits good
- c. There is a high degree of job security

- d. Your co-workers friendly
- e. There are clear opportunities for promotion
- f. The work you did rewarding
- g. There is a healthy amount of stress on the job
- h. You able to “leave work at work”
- i. You able to balance work and family obligations in a healthy way

PE_LIFECCHANGE_1

4. When you first started pursuing the idea of [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS], had you experienced any of the following in the year leading up to that time? *Select all that apply.*
- a. New child
 - b. Aging parent moved in/moved in with aging parent to care for them
 - c. Moved to a different city/state
 - d. Lost a job
 - e. Spouse/partner lost a job
 - f. Went back to school
 - g. Completed a degree
 - h. Changed careers
 - i. Own health issue preventing/limiting ability to work
 - j. Family member health issue requiring care
 - k. I was feeling burnt out at work
 - l. I felt stalled in my career

PE_REASONS_1

5. What were your top three reasons for wanting to pursue [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]? *Identify first, second, and third most important reasons.*
- a. Wanted to be my own boss
 - b. Flexible hours
 - c. Balance work and family
 - d. Opportunity for greater income
 - e. Ability to supplement my income from my job
 - f. Best avenue for my ideas/goods/services
 - g. Unable to find employment
 - h. Working for someone didn't appeal to me
 - i. Always wanted to start my own business
 - j. An entrepreneurial friend or family member was a role model
 - k. Wanted to carry on the family business
 - l. Wanted to help and/or become more involved in my community
 - m. Other (specify)

PE_STEPS_1

6. [IF GIGWORK \neq YES] While you were in the process of setting up your business, which of the following steps did you take to pursue [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]? *Select all that apply.*

- a. Discussed the idea with a friend, work colleague, classmate, or acquaintance
- b. Discussed the idea with family
- c. Identified and worked with a mentor(s)
- d. Researched relevant platforms to identify and reach customers (e.g. Uber, Lyft, Rover)
- e. Applied for/set up a profile on relevant platforms in order to identify and reach customers (e.g. Uber, Lyft, Rover)
- f. Found a first customer or client
- g. Consulted established business leaders in the industry on the idea or market
- h. Sought out professional advice (e.g. from a lawyer, accountant, or another professional related to the operation of a business)
- i. Researched the market or considered how potential customers or other firms might respond if you launched the business
- j. Created summary document spreadsheets, financial models, or other numerical analyses to determine feasibility
- k. Created a website for the business
- l. Learned about financing options outside of personal sources
- m. Applied for financing outside of personal sources
- n. Participated in pitch contests
- o. Talked to personal sources about financing
- p. Made a sale or provided the product/service on a pilot basis
- q. Made a prototype
- r. Tested the market and/or collected feedback from customers
- s. Attending trainings, workshops, or webinars relating to starting and operating a business
- t. Applied to a support program for new business
- u. Registered the business for a tax ID
- v. Learned about or applied for patents, copyrights, or trademarks to protect the business idea
- w. Hired an employee (non-cofounder)
- x. Worked on the business part-time while working at your primary job
- y. Quit your job in order to devote more time to work on launching the business
- z. None of the above

PE_LASTSTEP_1

7. [IF WITHDRAW = YES] You indicated that you are no longer pursuing the idea you considered. Which of the following was the last step you took before you stopped pursuing the idea?

[Display logic: only display items selected from Q6]

PE_NEVERQUIT_1

8. [IF NASCENT = YES AND PE_STEPS_1 \neq W AND PE_STEPS_1 \neq Y] You indicated that you had considered starting a business but never quit your job or hired an employee. *Please select from the following the answer that best applies.*
- a. The business was launched. The nature of the business doesn't require my full-time engagement or hiring anyone else
 - b. I still plan to launch the business, but have not yet completed the tasks required
 - c. I am not pursuing this idea anymore

PE_GIGREASON_1

9. [IF GIGWORK = YES] In the last 6 months, what is the main reason why you have engaged in these gig work activities? *Select one.*
- a. To earn money as a primary source of income
 - b. To earn extra money on top of pay from my current employment, or other regular source of income
 - c. To earn extra money on top of my retirement, pension, or disability income
 - d. To earn extra money to help family members
 - e. To maintain existing employment-related skills
 - f. To acquire new employment-related skills
 - g. To network/meet people
 - h. Just for fun (as a hobby)
 - i. Other (Specify)

PE_SIDEINCOME_1

10. [IF GIGWORK = YES] Please consider **ALL paid or side** work activities in which you participate **not** including your primary employment. In the **past 6 months**, to what has the money earned from paid or side work activities been a **significant source of household income**?
- a. Very much
 - b. Somewhat
 - c. Not at all
 - d. Does not apply

PE_CHALLENGE_1

11. Thinking about the process of pursuing [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS], what challenges did you encounter along the way? *Select all that apply.*
- a. Not being able to afford health insurance
 - b. Not having access to other employer-provided benefits
 - c. Not having enough savings
 - d. Accessing capital to cover start-up costs
 - e. Setting up the business' digital presence
 - f. Finding time to pursue the idea
 - g. Didn't know who my customers were

- h. My customers did not want to buy what I was selling
- i. Getting the business licensed/registered
- j. Lack of general business knowledge
- k. Finding professional support like lawyers, accountants and tax professionals
- l. Doing my taxes
- m. Finding support, advice or examples in my personal network
- n. Navigating any applicable government regulations
- o. Finding/obtaining a physical location for the business
- p. Obtaining any relevant insurance related to the work performed
- q. Identifying relevant platforms to utilize to identify and reach customers
- r. Applying for access/setting up a profile on relevant platforms to utilize to identify and reach customers
- s. Platforms helping to identify and reach customers charged high fees/took a significant share of earnings
- t. Learning how to utilize platforms to identify and reach customers (e.g. Uber, Lyft, Rover)
- u. Developing or building a prototype/pilot for the good/service
- v. Getting support from your partner and/or family
- w. Figuring out how to manage personal/family finances while the business is getting started
- x. Finding people with expertise to advance specific parts of the business (like a developer to help develop a prototype)
- y. Other (Specify)
- z. I did not face any challenges

PE_SUPPORT_1

12. [IF PE_CHALLENGE_1 \neq z] What resources and/or support did you seek to help you navigate these challenges? *Select all that apply.*

- a. Family and friends
- b. Other business owners/people engaged in similar activities
- c. Mentors
- d. Professional associations or organizations
- e. Financial institutions (e.g., banks, CDFIs, or credit unions)
- f. Philanthropic organizations
- g. Private Investors
- h. Educational institutions (e.g., colleges and universities)
- i. Professional service providers (e.g., lawyers or accountants)
- j. Online training resources (e.g., webinars, courses, or other instructional materials)
- k. In-person training resources (e.g., classes, seminars, or workshops)
- l. Business support organizations (e.g., Small Business Development Centers, Women's Business Centers, incubators, or accelerators)
- m. Other (Specify)
- n. I did not seek support

PE_MOCONSID_1

13. [If GIGWORK \neq YES] About how many months would you say you have spent considering pursuing [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]?

_____Months

PE_STOPREASON_1

14. [If WITHDRAW = YES] What factors contributed to your decision to stop pursuing [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]? *Select all that apply.*

- a. Lack of financial resources
- b. Lack of time
- c. I lost focus, interest, and/or motivation or felt burnt out
- d. Difficulties with partners or investors
- e. Family wasn't supportive
- f. I decided it was too risky
- g. Didn't know where to look for help getting started
- h. Major life event (e.g. new child, own or family medical issue)
- i. I decided to take a new job/enter employment
- j. I decided to go back to school
- k. I needed employer-provided health insurance
- l. Other (Specify)

PE_STARTSUPPORT_1

15. [NASCENT = YES OR CUR_ENTR = YES OR CUR_FREE = YES] What supports or resources do you feel would be helpful to you in getting started earning income from [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]? *Select all that apply.*

- a. More time to explore and pursue the idea
- b. Financial resources to cover start-up costs
- c. Information on alternative financing sources (e.g. grants, equity financing)
- d. Training on how to effectively apply for financing
- e. More information about the industry/market
- f. Support getting the business officially set up (e.g. licensing/registration, certification)
- g. Information or training on basic business accounting and tax preparation
- h. Information or training on how to get my business online
- i. Information or training on marketing and customer outreach
- j. Specialized training related to my industry
- k. Individualized support and guidance from a mentor
- l. Other (Specify)

[IF GENPOP \neq YES AND NASCENT \neq YES AND WITHDRAW \neq YES]

Business Operation

This next set of questions will ask you more about [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS] and its day-to-day operations once you were up and running.

For those engaged in [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS], we want you to answer these questions in reference to the point at which your work was at its peak.

BO_STARTBIZ_1

16. Approximately, how many years ago did you officially start [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]?

- a. 0-1 years
- b. 2-3 years
- c. 4-5 years
- d. 6-10 years
- e. 11-15 years
- f. 16-20 years
- g. 20+ years

BO_ACQOWN_1

17. [IF CUR_ENTR = YES OR FORM_ENTR = YES] How did you initially acquire ownership of this business?

- a. Founded or started
- b. Purchased
- c. Inherited
- d. Received transfer of ownership or gift

BO_YEARQUIT_1

18. [IF FORM_ENTR = YES OR FORM_FREE = YES] What year did you cease [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]? (OPEN END)
YEAR: _____

BO_LEGALSTAT_1

19. [IF CUR_ENTR = YES OR FORM_ENTR = YES] What is/was this business' legal form of organization?

- a. LLC
- b. C-Corporation
- c. S-Corporation
- d. Partnership
- e. Sole Proprietorship
- f. Non-profit
- g. Government
- h. My business is/was not registered/licensed
- i. Other (incl. trusts, estates, cooperatives with undetermined tax status, etc.)

BO_BIZTYPE_1

20. [IF CUR_ENTR = YES OR FORM_ENTR = YES] Would you describe this business as a/an...

- a. Independent business
- b. Purchase/takeover of an existing business
- c. Franchise
- d. Multi-level marketing initiative
- e. Business sponsored by an existing business
- f. Other (specify_____)

BO_CLIENT_1

21. [IF CUR_FREE = YES OR FORM_FREE = YES] Does/did you work primarily for one client/organization?

- a. Yes, one primary client
- b. No, multiple clients

BO_WORKHOME_1

22. In [CURRENT YEAR] (or at your peak, if not currently engaged in [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]), did you do this work primarily from your home?

- a. Yes
- b. No

BO_BIZACTIVITY_1

23. Describe the primary business activity associated with [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]. (OPEN END)

BO_BIZEMERGE_1

24. Did this business activity emerge from...

- a. Your current work activity
- b. Previous work activity
- c. Separate business now own and manage
- d. Hobby or recreational pastime
- e. Academic, scientific or applied research
- f. Idea from self or other member of start up team
- g. Other (specific _____)

BO_COLLAB_1

25. Did you come up with your idea for [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS] on your own, or were you collaborating with other people?

- a. I came up with it on my own
- b. I was working with one other person
- c. I was working with several other people

[If BO_COLLAB_1 ≠ a AND CUR_ENTR = YES OR FORM_ENTR = YES]

BO_COLLABREL_1

26. How would you describe your relationship with your collaborator/s. *Select all that apply.*

- a. Spouses
- b. Partners sharing household
- c. Relatives living in the same household
- d. Relatives living in difference households
- e. Friends of acquaintances from work
- f. Friends or acquaintances who have not worked together
- g. Strangers before joining the new business team
- h. Some other type of relationship (specify_____)

BO_OWN10_1

27. Does/did at least one person own 10% or more of the business?

- a. Yes
- b. No

BO_OWNNUM_1

28. How many people own(ed) the business?

NUMBER OF BUSINESS OWNERS: _____ [Whole number response option]

BO_COSTEPS_1

29. [IF BO_OWNNUM_1 > 1] Which of the following steps did you take with your cofounder(s)? *Select all that apply*

- a. Established a regular meeting time to work on the idea
- b. Set specific milestones for each other and assigned tasks to each other
- c. Discussed a division of ownership of the company
- d. Did not take any of these steps

BO_COCONTR_1

30. [IF BO_OWNNUM_1 > 1] What was the primary contribution of your cofounder(s) to this business? *Select all that apply*

- a. Financial
- b. Making introductions
- c. Providing advice
- d. Providing training
- e. Physical resources
- f. Business services
- g. Personal services
- h. Other (Specify)

BO_OWNSHARE_1

31. What is/was your share of ownership in the business? (DROP DOWN 1-100%)

[IF CUR_ENTR = YES OR CUR_FREE = YES OR FORM_ENTR = YES OR FORM_FREE = YES)

BO_EMPLOYEES_1

32. Beside yourself, which of the following types of workers are/were employed by you?

Select all that apply.

- a. Full-time paid employees
- b. Part-time paid employees
- c. Paid day laborers
- d. Temporary staffing obtained from a temporary help service
- e. Leased employees from a leasing service or professional employer organization
- f. Contractors, subcontractors, independent contractors, or outside consultants (workers who received a 1099 or payment from another company)
- g. Unpaid family members
- h. Unpaid non-family members or volunteers
- i. Interns
- j. Other (Specify)
- k. There are no workers other than me in this business

BO_NUMEMPLOYEES_1

33. How many people currently work for you (or at the peak of [insert activity], including those paid through grants?

Include yourself, if applicable.

- a. Paid part-time employees (working fewer than 35 hours per week) who received a W-2 issued by this business for salary or wages (OPEN END)
- b. Paid full-time employees (working 35 hours per week or more) who received a W-2 issued by this business for salary or wages (OPEN END)

BO_NUMWORKERS_1

34. Not including employees or employee/owners included in the previous question, how many other people currently work for this business (or at your peak, if not currently engaged in [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]), including those paid through grants?

Include yourself, if applicable.

- a. Paid individuals whose work was directed by this business who received payment in other ways (for example, contractors, consultants, temporary workers who receive a 1099 from this business or payment from another business) (OPEN END)
- b. Unpaid individuals who worked for this business (for example, friends, volunteers, family members) (OPEN END)

BO_HOURSWK_1

35. What is/was the average number of hours per week that you spent managing this business or engaged in this work (or at your peak, if not currently engaged in [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS])?

- a. None
- b. Less than 15 hours
- c. 15 to 24 hours
- d. 25 to 34 hours
- e. 35 to 39 hours
- f. 40 to 49 hours
- g. 50 to 59 hours
- h. 60 hours or more

BO_FINANCED_1

36. [IF CUR_ENTR = YES OR CUR_FREE = YES] In the past 6 months, how have you financed your business activities? *Select all that apply.*

- a. Personal credit card
- b. Home equity line of credit (using your home value as a line of credit)
- c. Income from other employment
- d. Loans from friends/family
- e. Business credit card
- f. Savings
- g. I do not need to finance these activities
- h. Other

BO_FUNCTION_1

37. [IF CUR_ENTR = YES OR FORM_ENTR = YES] Which of the following are/were your function(s) in this business? *Select all that apply.*

- a. Managing day-to-day operations
- b. Providing services and/or producing goods
- c. Financial control with the authority to sign loans, leases, and contracts
- d. None of these functions

BO_EMPBENEFIT_1

38. [IF CUR_ENTR = YES OR FORM_ENTR = YES] Which of the following employee benefits (including for yourself) are/were paid totally or partly by this business? *Select all that apply.*

- a. Health insurance
- b. Contributions to retirement plans, including 401(k), Keogh, etc.
- c. Profit sharing and/or stock options
- d. Paid holidays, vacation, and/or sick leave
- e. Tuition assistance and/or reimbursement
- f. None of the above

[IF CUR_ENTR = YES OR CUR_FREE = YES OR FORM_ENTR = YES OR FORM_FREE = YES)

BO_ONLINE_1

39. Do/did you have a website and/or social media presence (e.g. Facebook, Twitter, or Instagram) related to this activity?
- Yes, website only
 - Yes, social media only
 - Yes, both
 - No

BO_REVENUE_1

40. What is/was the amount of your income or sales and operating revenues, including grants, during [PREVIOUS YEAR] from [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]
- Round to the nearest one thousand dollars. If none, report zero. (OPEN END)*
- AMOUNT: \$_____

BO_PLMARGIN_1

41. In [PREVIOUS YEAR] (or at your peak, if not currently engaged in [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]), did you have profits, losses, or break even?
- Profits
 - Losses
 - Break even

BO_CUSTTYPE_1

42. In [PREVIOUS YEAR] (or at your peak, if not currently engaged in [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]), which of the following types of customers accounted for 10% or more of your total sales of goods and/or services? *Select all that apply.*
- U.S. Federal government
 - State and local government, including school districts, transportation authorities, etc.
 - Other businesses, including distributors of your product(s)
 - Other organizations (foreign governments, nonprofits, etc.)
 - Individuals

BO_PRIMARYINC_1

43. In [PREVIOUS YEAR] (or at your peak, if not currently engaged in [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]), did [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS] provide your primary source of personal income?
- Yes
 - No

BO_PERSINC_1

44. In [PREVIOUS YEAR] (or at your peak, if not currently engaged in [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]), approximately how much income did you personally make from [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]?
- a. \$0 or loss
 - b. \$1 to \$14,999
 - c. \$15,000 to \$24,999
 - d. \$25,000 to \$34,999
 - e. \$35,000 to \$49,999
 - f. \$50,000 to \$74,999
 - g. \$75,000 to \$99,999
 - h. \$100,000 to \$149,999
 - i. \$150,000 to \$199,999
 - j. \$200,000 to \$499,999
 - k. \$500,000 to \$999,999
 - l. \$1,000,000 or more
 - m. Don't know/Refused

BO_GOALS_1

45. [IF CUR_ENTR = YES OR CUR_FREE = YES] What would you say your top three goals are for the next five years related to [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]?
- a. Grow revenue/income
 - b. Transition to working more doing this activity and less in my other job(s)
 - c. Increase profitability
 - d. Improve customer experience/reviews
 - e. Prevent my business from having to shut down
 - f. Increase awareness of my goods and/or services
 - g. Develop new goods and/or services
 - h. Grow my business' digital presence
 - i. Grow customer base
 - j. Maintain my current employees
 - k. Hire additional employees
 - l. Open additional locations/branches
 - m. Move to a new physical location
 - n. Support the welfare of my employees
 - o. Support my community
 - p. Other (Specify)

BO_CONFIDENT_1

46. [IF CUR_ENTR = YES OR CUR_FREE = YES] How confident are you in your/your business' ability to achieve these goals over the next five years?

(COLUMN OPTIONS NOT AT ALL CONFIDENT, NOT VERY CONFIDENT, SOMEWHAT CONFIDENT, VERY CONFIDENT, EXTREMELY CONFIDENT)

a. [INSERT GOALS SPECIFIED IN Q45]

[IF CUR_ENTR = YES OR CUR_FREE = YES OR FORM_ENTR = YES OR FORM_FREE = YES)

BO_CHALLENGE_1

47. What challenges are you currently facing (or did you face, at your peak, if not currently engaged in [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS])?

Select all that apply.

- a. Accessing capital to cover ongoing costs
- b. Finding ways to reduce costs/increase profitability
- c. Affording health insurance
- d. Utilizing online platforms to identify and reach customers
- e. Meeting expectations as a provider on online platforms
- f. Working with online platforms
- g. Expanding customer base
- h. Complying with any applicable government regulations
- i. Finding and retaining qualified employees
- j. Keeping employees and customers safe during the COVID-19 pandemic
- k. Keeping up with new health and safety recommendations during the COVID-19 pandemic
- l. Making other pivots to business operations as a result of the COVID-19 pandemic
- m. Identifying new products or services to offer
- n. Managing supply chain issues
- o. Finding/obtaining a physical location for the business
- p. Getting support from your partner and/or family
- q. Balancing work and family responsibilities
- r. Other (Specify)
- s. I do/did not face any challenges

BO_SUPPORT_1

48. [IF BO_CHALLENGE_1 ≠ S] What resources and/or support have you sought to help you navigate these challenges? *Select all that apply.*

- a. Family and friends
- b. Other business owners
- c. Mentors
- d. Professional associations or organizations
- e. Financial institutions (e.g. banks, CDFIs, or credit unions)
- f. Philanthropic organizations
- g. Private Investors
- h. Educational institutions (e.g. colleges and universities)

- i. Professional service providers (e.g. lawyers or accountants)
- j. Online training resources (e.g. webinars, courses, or other instructional materials)
- k. In-person training resources (e.g. classes, seminars, or workshops)
- l. Business support organizations (e.g. Small Business Development Centers, Women's Business Centers, incubators, or accelerators)
- m. Other (Specify)
- n. I did not seek support

BO_INFLUENCE_1

49. [IF FORM_ENTR = YES OR FORM_FREE = YES] How much influence did these challenges, on a scale of 1 to 10 where 1 represents "none at all" and 10 represents "a lot of influence" have in your decision to cease [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]?

- a. [INSERT CHALLENGES SELECTED IN BO_CHALLENGE_1]

BO_CHALLHELP_1

50. [IF FORM_ENTR = YES OR FORM_FREE = YES] What supports or resources do you feel would be/would have been helpful to you to overcome these challenges? *Select all that apply.*

- a. Financial resources to cover costs
- b. Information on alternative financing sources (e.g. grants, equity financing)
- c. Training on how to effectively apply for financing
- d. Information or training on marketing and customer outreach
- e. Specialized training related to my industry
- f. Individualized support and guidance from a mentor
- g. Other (Specify)

BO_HELPACCESS_1

51. [IF CUR_ENTR OR CUR_FREE] Do you feel that you have access to enough support/resources to help you overcome these challenges?

- a. Yes
- b. No

BO_EMPBENEFIT_2

52. To what extent does the following apply to [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]

[OPTIONS INCLUDE NOT AT ALL, SLIGHTLY, MODERATELY, VERY, EXTREMELY]

- a. The pay is/was good
- b. The benefits are/were good
- c. There is/was a high degree of job security
- d. Your co-workers are/were friendly
- e. There are/were clear opportunities for promotion

- f. The work you did is/was rewarding
- g. There is/was a healthy amount of stress on the job
- h. You are/were able to “leave work at work”
- i. You are/were able to balance work and family obligations in a healthy way

BO_LENGTH_1

53. [IF CUR_ENTR OR CUR_FREE] How long do you see yourself doing [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]?
- a. Less than a year longer
 - b. 1 to 2 years longer
 - c. 3 to 4 years longer
 - d. 5 to 9 years longer
 - e. 10 or more years longer

BO_POSTPLANS_1

54. [IF CUR_ENTR OR CUR_FREE] What are your plans for after you finish doing [INSERT ACTIVITY BASED ON HOW WE DEFINE OUR FOCUS]?
- a. Take a new job/enter employment
 - b. Start another business
 - c. Retire
 - d. Go back to school
 - e. Take a break from work
 - f. [perhaps categories to choose from]

BO_NUMPREVBIZ_1

55. How many businesses have you previously started or owned? (open-ended)

BO_WORKEXP_1

56. How many years of work experience do you have in the industry where your new business will compete? (Open-ended)

[SKIP TO DEMOGRAPHICS SECTION]

General Population

[IF GENPOP = YES]

GP_CONSIDER_1

57. Why have you never considered starting your own business, working for yourself, doing freelance/contract work, etc.? *Select all that apply.*
- a. Don't have an idea for a business
 - b. Risk-averse, don't like uncertainty
 - c. Perceived lack of business opportunity in local community
 - d. Lack of financial stability to pursue it

- e. Unsupportive family/friends
- f. Too challenging
- g. Need employer-provided benefits (e.g. health insurance)
- h. Don't know where to go for help getting started
- i. Other (Specify)

GP_CHALLENGE_1

58. What specific things do you think would be the most challenging for you if you were to start your own business? *Select all that apply.*

- a. Not being able to afford health insurance
- b. Not having enough savings
- c. Accessing capital to cover start-up costs
- d. Setting up the business' digital presence
- e. Finding time to pursue the idea
- f. Identifying potential customers
- g. Getting the business licensed/registered
- h. Lack of general business knowledge
- i. Navigating any applicable government regulations
- j. Finding/obtaining a physical location for the business
- k. Developing a prototype/pilot for the good/service
- l. Getting support from your partner and/or family
- m. Figuring out how to manage personal/family finances while the business is getting started
- n. Other (Specify)

GP_EMPLOYERLENGTH_1

59. Thinking about your primary job (the one that you spend the most time working at), approximately how long has the company been in business?

- a. Less than 1 year
- b. 1 to 2 years
- c. 3 to 4 years
- d. 5 to 9 years
- e. 10 to 14 years
- f. 15 to 19 years
- g. 20 years or more

GP_EMPLOYEELENGTH_1

60. Thinking about your primary job (the one that you spend the most time working at), about how long have you worked there?

- a. Less than 1 year
- b. 1 to 2 years
- c. 3 to 4 years
- d. 5 to 9 years

- e. 10 to 14 years
- f. 15 to 19 years
- g. 20 years or more

GP_NUMEMPSTART_1

61. Thinking about your primary job (the one that you spend the most time working at), about how many employees were there when you started?

- a. 1
- b. 2 to 4
- c. 5 to 9
- d. 10 to 19
- e. 20 to 29
- f. 30 to 49
- g. 50 or more

GP_NUMEMPNOW_1

62. Thinking about your primary job (the one that you spend the most time working at), about how many employees are there now?

- a. 1
- b. 2 to 4
- c. 5 to 9
- d. 10 to 19
- e. 20 to 29
- f. 30 to 49
- g. 50 or more

GP_EMPBENEFIT_1

63. To what extent does the following apply to your current job?

[OPTIONS INCLUDE NOT AT ALL, SLIGHTLY, MODERATELY, VERY, EXTREMELY]

- a. The pay is good
- b. The benefits are good
- c. There is a high degree of job security
- d. My co-workers are friendly
- e. There are clear opportunities for promotion
- f. The work I do is rewarding to me
- g. There is a healthy amount of stress on the job
- h. I am able to “leave work at work”
- i. I am able to balance my work and family obligations in a healthy way

GP_NEWJOB_1

64. In the next year, how likely do you think it will be that you will...

[COLUMN OPTIONS NOT AT ALL LIKELY; SOMEWHAT LIKELY; VERY LIKELY; EXTREMELY LIKELY]

- a. Look for/take a different job
- b. Look for/take another job
- c. Start your own business as a primary source of income
- d. Engage in gig work (e.g. drive for uber) as a primary source of income
- e. Engage in gig work as a secondary source of income

GP_INCOME_1

65. On average, what is your total personal annual income across all of the jobs you hold?
- a. \$0 or loss
 - b. \$1 to \$14,999
 - c. \$15,000 to \$24,999
 - d. \$25,000 to \$34,999
 - e. \$35,000 to \$49,999
 - f. \$50,000 to \$74,999
 - g. \$75,000 to \$99,999
 - h. \$100,000 to \$149,999
 - i. \$150,000 to \$199,999
 - j. \$200,000 to \$499,999
 - k. \$500,000 to \$999,999
 - l. \$1,000,000 or more
 - m. Don't know/Refused

Demographics

[ASKED OF ALL RESPONDENTS]

66. What is your age? (DROP-DOWN 18-100+; TERMINATE UNDER 18)
67. In what state do you live? (DROP-DOWN LIST)
68. For statistical purposes, please enter your zip code. (RECORD 5-DIGIT ZIP CODE – APPLY STANDARD U.S. ZIP CODE LIST RANGE)
69. What would you say 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.*
- a. Less than \$15,000
 - b. \$15,000 to \$24,999
 - c. \$25,000 to \$34,999
 - d. \$35,000 to \$49,999
 - e. \$50,000 to \$74,999

- f. \$75,000 to \$99,999
 - g. \$100,000 to \$149,999
 - h. \$150,000 to \$199,999
 - i. \$200,000 to \$499,999
 - j. \$500,000 to \$999,999
 - k. \$1,000,000 or more
 - l. Don't know/Refused
70. Did you earn 50% or more of your household income last year? *Include income earned by anyone residing in your household full-time who is related to you by birth, marriage, or adoption.*
- a. I am the sole provider in my household
 - b. More than half of my household finances usually come from me
 - c. About half of my household finances usually come from me
 - d. Less than half of my household finances usually come from me
 - e. I do not contribute to household finances
 - f. Don't know/Refused
71. Do you currently have:
- a. Health insurance (yes/no)
 - b. Retirement plan that you and/or your employer regularly contribute to (yes/no)
 - c. Paid leave (vacation, sick, personal, new child etc.) (yes/no)
72. Compared to 1 year ago, how do you feel you and your family are doing financially today?
- a. Much better off
 - b. Somewhat better off
 - c. About the same
 - d. Somewhat worse off
 - e. Much worse off
73. Approximately how much debt (including home loans, car loans, student loans, medical bills/debt, or other loans) does your household currently have?
- a. Less than \$10,000
 - b. \$10,000 to \$24,999
 - c. \$25,000 to \$49,999
 - d. \$50,000 to \$99,999
 - e. \$100,000 to \$249,999
 - f. \$250,000 to \$499,999
 - g. \$500,000 to \$999,999
 - h. \$1,000,000 or more

74. Have you experienced any of the following since March 2020? *Select all that apply.*

- a. New child
- b. Aging parent moved in/moved in with aging parent to care for them
- c. Moved to a different city/state
- d. Lost a job
- e. Spouse/partner lost a job
- f. Went back to school
- g. Completed a degree
- h. Changed careers
- i. Own health issue preventing/limiting ability to work
- j. Family member health issue requiring care
- k. I was feeling burnt out at work
- l. I felt stalled in my career

75. How many people do you know personally that own their own business?

- a. None
- b. 1
- c. 2 to 4
- d. 5 or more

76. [IF Q75 ≠a] Are any of these people family members or close friends? *Select all that apply.*

- a. Spouse/partner
- b. Parent
- c. Child
- d. Sibling
- e. Grandparent
- f. Aunt/Uncle
- g. Cousin
- h. Close Friend

77. To which gender identity do you most identify?

- a. Female
- b. Male
- c. Transgender Female
- d. Transgender Male
- e. Gender Variant/Non-Conforming
- f. Not Listed (Specify _____)
- g. Prefer not to respond

78. To ensure a representative sample, please indicate your race. *Select all that apply.*

- a. White/Caucasian

- b. Black/African American
 - c. American Indian or Alaska Native
 - d. Asian or Pacific Islander
 - e. Other (Specify _____)
 - f. Prefer not to respond
79. Do you consider yourself of Hispanic, Latino, or Spanish origin?
- g. Yes, Mexican, Mexican American, Chicano
 - h. Yes, Puerto Rican
 - i. Yes, Cuban
 - j. Yes, another Hispanic, Latino, or Spanish origin
 - k. No, not of Hispanic, Latino, or Spanish origin
 - l. Prefer not to respond
80. What is the highest grade of school or level of education you have completed?
- a. Did not complete high school
 - b. Graduated high school/Obtained a GED
 - c. Attended technical/vocational school
 - d. Attended some college but no degree
 - e. Graduated two-year college with Associate's degree
 - f. Graduated four-year college with a Bachelor's degree
 - g. Obtained Master's, PhD, or other professional degree (MD, JD, etc.)
 - h. Prefer not to respond
81. What is your current marital status?
- a. Married
 - b. Not married but living with partner/significant other
 - c. Never married/single
 - d. Divorced or separated
 - e. Widowed
 - f. Prefer not to respond
82. Who lives in your household full-time? *Select all that apply.*
- a. I live alone
 - b. Spouse
 - c. Unmarried partner
 - d. Own child(ren), stepchild(ren), adopted child(ren), and/or foster child(ren) under the age of 18 years
 - e. Own child(ren), stepchild(ren), adopted child(ren), and/or foster child(ren) aged 18 or older
 - f. Grandchild(ren)
 - g. Sibling(s) or sibling(s)-in-law

- h. Parent(s), parent(s)-in-law, or step-parent(s) under 65 years old
- i. Parent(s), parent(s)-in-law, or step-parent(s) aged 65 or older
- j. Other relatives (specify)
- k. Roommate(s)
- l. Other non-relatives (Specify)

83. Have you or anyone in your household ever served in any branch of the U.S. Armed Forces, including the Coast Guard, the National Guard, or Reserve component of any service branch?

- a. Yes, me
- b. Yes, someone in my household
- c. Yes, both me and someone in my household
- d. No
- e. Prefer not to respond

84. Were you born a citizen of the U.S.?

- 1. Yes
 - 2. No
 - 3. Prefer not to respond
-

Appendix B-5: Cognitive Interview Protocol

Cognitive Interview Protocol: EPOP - Entrepreneurship in the Population Survey

MATERIALS NEEDED FOR COGNITIVE INTERVIEW

- | |
|---|
| <ul style="list-style-type: none"><input type="checkbox"/> INTERVIEWER PROTOCOL BOOKLET (THIS BOOKLET)<input type="checkbox"/> RESPONDENT CONTACT INFORMATION<input type="checkbox"/> ZOOM LINK FOR INTERVIEW – set up to record interview and allow screen sharing<input type="checkbox"/> VOXCO SURVEY LINK/PASSWORD – Respondent to login display and take survey on their own computer |
|---|

STEP 1: INTRODUCTION

1. Interviewer will enter the Zoom conference 5 minutes before the scheduled start time.
2. Paste the SUID and PIN below, under the test link
3. Once respondent arrives, confirm all technology is working.
 - a. Can respondent hear and see all of us?
 - b. Can we hear and see respondent?
 - c. Are there any spotty connection issues?
 - d. If any major technology issues, send respondent dial-in information
4. Introduce yourself, Brief overview of the study

STEP 2: READ INFORMED CONSENT

READ CONSENT TO RESPONDENTS WHILE DISPLAYING IT ON THE SCREEN.
OBTAIN VERBAL CONSENT FOR THE INTERVIEW AND FOR RECORDING.

I am going to read the consent form before we start.

CONSENT

NORC is conducting this study on behalf of The Ewing Marion Kauffman Foundation. This study is intended to suggest ways to improve the questionnaire instrument and increase the quality of the Entrepreneurship in the Population Survey.

The Kauffman Foundation and NORC will use the information you provide for statistical purposes only and will hold the information in confidence to the full extent permitted by law. All of your responses to questions will be completely confidential and anonymous.

Your personal information will not be shared with anyone, we will not try to sell you anything.

During this research, you may be audio recorded. If you do not wish to be recorded, you may still participate in this research.

We estimate that this interview will take no more than an hour. You will be given a \$50.00 electronic gift card for participating.

Your participation in this research project is voluntary, and you have the right to stop at any time. There is no penalty for refusing to participate.

Do you understand the statements above? YES NO

Do you consent to continue with the interview? YES NO

I would like to record the interview. Do I have your permission? YES NO

☐ CONSENT GIVEN

☐ CONSENT FOR RECORDING GIVEN

STEP 3: BASIC INTRODUCTION TO INTERVIEW

Thanks for participating in our project. Let me tell you a little more about what we'll be doing today.

1. We're testing a new questionnaire with the help of people such as yourself.
2. Using the link and password we will send you momentarily in the chat box, you will log into the survey and share your screen with me, questions will appear on your screen. Please read the questions to yourself and select a response. You'll answer the questions based on your personal experience. Please do not move to the next question until we have had a chance to discuss the current question.
3. Our goal here is to get a better idea of how the questions are working. So I'd like you to *think aloud* as you answer the questions – just tell me *everything* you are thinking about as you go about answering them.
4. At times I'll also stop and ask you more questions about the terms or phrases in the questions and what you think a question is asking about.
5. Please keep in mind that I really want to hear all of your opinions and reactions. Don't hesitate to speak up whenever something seems unclear, is hard to answer, or doesn't seem to apply to you. I'll also take notes.
6. Finally, we'll do this for an hour, unless I run out of things to ask you before then.
7. Do you have any questions before we start?

Please see the chat box for a link to the questionnaire.

[SURVEY WEB LINK]

SUID:

PIN:

Date_____ Interviewer Initials_____

ENTER START TIME OF INTERVIEW: _____

STEP 4: START THE RECORDING

IF THE RESPONDENT HAS CONSENTED TO BEING RECORDED: If you are ready, I will turn on the record and we can begin.

STEP 5: SAVE PROTOCOL WITH R# IN NAME. SAVE IN FOLDER.

P:\G238\Common\NORC-SM\02_Survey-Validation\Cognitive Interviews\Completed Interviews

STEP 6: GENERAL QUESTIONS BEFORE THE SURVEY

Before we start going through the survey together, I had some general questions for you.

What do you feel is a fair incentive for completing a survey?

Do you have any thoughts or feedback on the survey name and logo?

How difficult is it to come up with a definition for entrepreneur? Can you give me the top 3-5 examples of what or who you think of when you think of an entrepreneur?

When you get mail from an unknown sender what makes you open it?

When you get an email from an unknown sender what makes you open it?

How often do you check your mail and email?

STEP 7: BEGIN THE INTERVIEW

HAVE THE RESPONDENT LOGIN TO THE WEB SURVEY. START THE SURVEY SCREEN SHARING SO THAT YOU ARE ABLE TO SEE THE RESPONDENTS SCREEN.

[DISPLAY_OFF]

Thank you for participating in EPOP (Entrepreneurship in the Population) 2021 Survey. The purpose of this survey is to better understand the attitudes and experiences of entrepreneurs (business owners, freelancers, independent contractors, and other self-employed people). Even if you do not fall into one of these categories, we still want to hear your opinions on entrepreneurship in general. Your responses to this survey are completely confidential – any information you provide will be held in the strictest confidence.

Please use the "Continue" and "Previous" buttons to navigate between the questions within the questionnaire. Do not use your browser buttons.

[NUMBOX]

[PROMPT]

DEM_AGE.

What is your age?

[NUMBOX, RANGE 18-100+, 998]

IF DEM_AGE<18, TERMINATE AND SET QUAL=2

[SP]

S_JOBSTAT_1.

We are interested in your job status. Over the past 6 months, which one of the following BEST describes your current employment situation?

RESPONSE OPTIONS

1. Employed now
2. Temporarily laid off
3. Not employed, but looking
4. Not employed, not looking
5. Disabled and not working
6. Retired
7. Student
8. Homemaker

[SHOW IF S_JOBSTAT_1<>1]

[SP]

S_PAIDJOB_1.

Besides being [INSERT IF S_JOBSTAT_1=7,8: a] [INSERT TEXT FROM S_JOBSTAT_1 RESPONSE], in the past 6 months did you also have a paid job?

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF S_JOBSTAT_1 = 1 OR S_PAIDJOB_1 = 1]

[SP]

S_JOB_1.

Which one of the following best describes your main job's employer over the past 6 months?

RESPONSE OPTIONS

I AM SELF-EMPLOYED or a BUSINESS OWNER

1. An owner of a business, professional practice, or farm <i>(excluding consultant, freelancer, and independent contractor work)</i>
2. A self-employed consultant, freelancer, or independent contractor

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

3. A for-profit company or organization
4. A non-profit company or organization

I WORK FOR THE GOVERNMENT

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

Were you able to easily find a category here that aligns with your main job?

Was there more than one description that fit your experience? Why did you choose one over the other?

[SHOW IF S_JOB_1 = 1-4]

[MP]

S_GIGCHECK_1.

Does the work you are doing for your main employment consist of any of the following activities where you have been paid on a gig or short-term basis?

[SPACE]

<i><u>Gig work</u> is contract or freelance work, typically done on a short-term basis for multiple clients. The work may be project-based, hourly or part-time, and can either be an ongoing contract or a temporary position.</i>

<i>Select all that apply.</i>

RESPONSE OPTIONS

1. Babysitting, childcare services, dog walking and/or house sitting
2. Disabled adult and/or elder care services
3. House cleaning
4. Painting, yard work, landscaping, and/or other property maintenance work
5. Providing personal services to individuals, such as picking up dry cleaning, helping people move, running errands, booking travel, etc.
6. Completing online tasks through websites, such as Amazon Services, MTurk, Fiverr, Task Rabbit, YouTube, etc. *(Such tasks might include editing documents, reviewing resumes, creating graphic designs, etc.)*
7. Renting out property, such as your car, your phone, your place of residence, or other items you own, through websites, newspaper ads, flyers, etc.
8. Selling new/used goods, handcrafts, etc. online through eBay, Craigslist, or other websites
9. Other online paid activities
10. Selling goods (such as food, handcrafts, etc.) or services at flea markets, swap meets, garage sales, mobile vans/truck, stalls/kiosks or other temporary physical outlets/locations
11. Selling used goods (such as clothes, wedding dresses, handcrafts, etc.) at consignment shops or thrift shops
12. Other paid activities, (please specify): [TEXTBOX]
13. None of the above

(ANSWERED YES to ANY) Do you consider yourself to be a Gig Worker? If not a Gig Worker, how else might you describe your engagement in this type of work?

Did you take the time to read all options? Why or why not?

(If OTHER) What kind of other Gig Work to you complete?

[SHOW IF S_JOBSTAT_1 = 1 OR S_PAIDJOB_1 = 1]

[SP]

S_PAIDJOB_2.

In ADDITION to your main paid job, were you working for pay (or profit) at a second job (or business), including part-time, evening, or weekend work?

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF S_PAIDJOB_2 = 1]

[SP]

S_JOB_2.

Which one of the following best describes your SECOND job's employer over the past 6 months?

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

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

3. A for-profit company or organization
4. A non-profit company or organization

I WORK FOR THE GOVERNMENT

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

[SHOW IF S_JOB_2 = 1-4]

[MP]

S_GIGCHECK_2.

Does the work you are doing for your SECOND employment consist of any of the following activities where you have been paid on a gig or short-term basis?

<i><u>Gig work</u> is contract or freelance work, typically done on a short-term basis for multiple clients. The work may be project-based, hourly or part-time, and can either be an ongoing contract or a temporary position.</i>

<i>Select all that apply.</i>

RESPONSE OPTIONS

1. Babysitting, childcare services, dog walking and/or house sitting
2. Disabled adult and/or elder care services
3. House cleaning
4. Painting, yard work, landscaping, and/or other property maintenance work
5. Providing personal services to individuals, such as picking up dry cleaning, helping people move, running errands, booking travel, etc.
6. Completing online tasks through websites, such as Amazon Services, MTurk, Fiverr, Task Rabbit, YouTube, etc., *<i>(Such tasks might include editing documents, reviewing resumes, creating graphic designs, etc.)</i>*
7. Renting out property, such as your car, your phone, your place of residence, or other items you own, through websites, newspaper ads, flyers, etc.
8. Selling new/used goods, handcrafts, etc. online through eBay, Craigslist, or other websites
9. Other online paid activities
10. Selling goods (such as food, handcrafts, etc.) or services at flea markets, swap meets, garage sales, mobile vans/truck, stalls/kiosks or other temporary physical outlets/locations
11. Selling used goods (such as clothes, wedding dresses, handcrafts, etc.) at consignment shops or thrift shops
12. Other paid activities, (please specify): [TEXTBOX]
13. None of the above [SP]

COMPUTE DOV_CUR_ENTR AND DOV_CUR_FREE

IF S_JOB_1 = 1 AND S_GIGCHECK_1 = 13,77,98,99 DOV_CUR_ENTR = 1.

IF S_JOB_2 = 1 AND S_GIGCHECK_2 = 13,77,98,99 DOV_CUR_ENTR = 1.

ELSE DOV_CUR_ENTR=0.

IF S_JOB_1 = 2 AND S_GIGCHECK_1 = 13,77,98,99 DOV_CUR_FREE = 1.

IF S_JOB_2 = 2 AND S_GIGCHECK_2 = 13,77,98,99 DOV_CUR_FREE = 1.

ELSE DOV_CUR_FREE=0.

DISPLAY DOV_CUR_ENTR AND DOV_CUR_FREE

[SHOW IF DOV_CUR_ENTR =0]

[SP]

S_FORMBIZ_1.

Outside of your current employment situation, have you ever owned a business?

RESPONSE OPTIONS

1. Yes
 2. No
-

COMPUTE DOV_FORM_ENTR

IF S_FORMBIZ_1 = 1 DOV_FORM_ENTR =1

ELSE DOV_FORM_ENTR=0.

[SHOW IF DOV_CUR_FREE =0]

[SP]

S_FORMFREE_1.

Outside of your current employment situation, have you ever worked for yourself as a freelancer, consultant, or independent contractor either full-time or part-time?

RESPONSE OPTIONS

1. Yes
2. No

How did you know you do or do not engage in this type of work?

[FYI: hoping to understand how they define these groups for themselves or others, and to identify situations in which identity does not align with the language used here]

COMPUTE DOV_FORM_FREE

IF S_FORMFREE_1 = 1 DOV_FORM_FREE = 1

ELSE DOV_FORM_FREE=0.

[SHOW IF DOV_CUR_ENTR =0 AND DOV_CUR_FREE =0 AND DOV_FORM_ENTR =0 AND DOV_FORM_FREE =0]

[SP]

S_NASCENT_1.

Are you, alone or with others, currently trying to start a new business, including any form of self-employment or selling any goods or services to others?

RESPONSE OPTIONS

1. Yes
2. No

COMPUTE DOV_NASCENT

IF S_NASCENT_1 = 1 DOV_NASCENT = 1.

ELSE DOV_NASCENT=0.

Display DOV_NASCENT

[SHOW IF DOV_NASCENT = 1]

[SP]

S_INTEREST_1.

How interested are you in starting your own business or working for yourself?

RESPONSE OPTIONS

1. 1 - Not at all interested
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10 - Extremely interested

Was it difficult to choose an answer here? Would a smaller scale make it easier to answer?

[SHOW IF DOV_CUR_ENTR=0 AND DOV_CUR_FREE=0 AND DOV_FORM_ENTR=0
AND DOV_FORM_FREE=0]

[SP]

S_WITHDRAW_1.

Did you ever think about starting your own business or working as a freelancer, consultant, or independent contractor but decide to wait or change your mind?

RESPONSE OPTIONS

1. Yes
2. No

COMPUTE DOV_WITHDRAW

IF S_WITHDRAW_1 = 1 DOV_WITHDRAW = 1

ELSE DOV_WITHDRAW=0.

[SHOW IF DOV_WITHDRAW = 1]

[SP]

S_INTEREST_2.

How interested were you in starting your own business or working for yourself?

RESPONSE OPTIONS

1. 1 Not at all interested
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10 Extremely interested

[MP]

S_GIGCHECK_3.

Outside of the forms of employment we have already discussed, in the past 6 months have you been paid for any of the following activities on a gig or short-term basis?

<i><u>Gig work</u> is contract or freelance work, typically done on a short-term basis for multiple clients. The work may be project-based, hourly or part-time, and can either be an ongoing contract or a temporary position.</i>

<i>Select all that apply.</i>

RESPONSE OPTIONS

1. Babysitting, childcare services, dog walking and/or house sitting
2. Disabled adult and/or elder care services
3. House cleaning
4. Painting, yard work, landscaping, and/or other property maintenance work
5. Providing personal services to individuals, such as picking up dry cleaning, helping people move, running errands, booking travel, etc.
6. Completing online tasks through websites, such as Amazon Services, MTurk, Fiverr, Task Rabbit, YouTube, etc., *<i>(Such tasks might include editing documents, reviewing resumes, creating graphic designs etc.)</i>*
7. Renting out property, such as your car, your phone, your place of residence, or other items you own, through websites, newspaper ads, flyers, etc.
8. Selling new/used goods, handcrafts, etc. online through eBay, Craigslist, or other websites
9. Other online paid activities

10. Selling goods (such as food, handcrafts, etc.) or services at flea markets, swap meets, garage sales, mobile vans/truck, stalls/kiosks or other temporary physical outlets/locations
11. Selling used goods (such as clothes, wedding dresses, handcrafts, etc.) at consignment shops or thrift shops
12. Other paid activities, (please specify): [TEXTBOX]
13. None of the above [SP]

[MP]

S_GIGCHECK_4.

Outside of the forms of employment we have already discussed, in the past 6 months have you earned any money using any of the following internet sites or mobile apps?

<i>Select all that apply.</i>

RESPONSE OPTIONS

1. Airbnb
2. Amazon Mechanical Turk (MTurk)
3. Craigslist
4. eBay
5. Etsy
6. Freelancer.com
7. Uber
8. Lyft
9. Instacart
10. Upwork
11. Other, (please specify): [TEXTBOX]
12. None of the above [SP]

Can you think of other internet sites or mobile apps not included in this list?

COMPUTE DOV_GIGWORK

IF S_GIGCHECK_1 =1-12 OR S_GIGCHECK_2 =1-12 OR S_GIGCHECK_3 =1-12 OR S_GIGCHECK_4 =1-11
DOV_GIGWORK = 1.

ELSE DOV_GIGWORK=0.

DISPLAY DOV_GIGWORK

COMPUTE DOV_GENPOP

(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
AND DOV_GIGWORK=0) DOV_GENPOP = 1

ELSE DOV_GENPOP=0.

DISPLAY DOV_GENPOP

COMPUTE DOV_GROUP

IF DOV_CUR_ENTR = 1 entrepreneur"	DOV_GROUP = 1 "current
ELSE IF DOV_CUR_FREE = 1 freelancer"	DOV_GROUP = 2 "current
ELSE IF DOV_FORM_ENTR = 1 entrepreneur"	DOV_GROUP = 3 "former
ELSE IF DOV_FORM_FREE = 1 freelancer"	DOV_GROUP = 4 "former
ELSE IF DOV_NASCENT = 1 entrepreneur"	DOV_GROUP = 5 "nascent
ELSE IF DOV_WITHDRAW = 1 nascent entrepreneur"	DOV_GROUP = 6 "withdrawn
ELSE IF DOV_GIGWORK = 1 term worker"	DOV_GROUP = 7 "gig or short-
ELSE IF DOV_GENPOP = 1 population"	DOV_GROUP = 8 "general

DISPLAY DOV_GROUP

COMPUTE DOV_ACTIVITY

IF DOV_GROUP = 1 OR 3 business"	DOV_ACTIVITY=1 "owning your own
IF DOV_GROUP = 2 OR 4 as a freelancer, consultant, or independent contractor"	DOV_ACTIVITY=2 "working for yourself
IF DOV_GROUP = 5 OR 6	DOV_ACTIVITY=3 "working for yourself"

```
IF DOV_GROUP = 7
short-term work"
ELSE DOV_ACTIVITY = "".
```

```
DOV_ACTIVITY=4 "gig work or
```

```
DISPLAY DOV_ACTIVITY
```

PROGRAMMING NOTE: DISPLAY DOV_GROUP SELECTION ON BOTTOM LEFT SIDE OF SCREEN FOR ALL QUESTIONS

Pursuing Entrepreneurship

```
[SHOW IF DOV_GROUP <> 8]
```

```
[DISPLAY]
```

```
DISPLAY_PE
```

This first set of questions will focus on the steps you took or have taken to pursue [INSERT DOV_ACTIVITY].

```
[SHOW IF DOV_GROUP = 1,2,3,4, OR 7]
```

```
[SP]
```

```
PE_YEARSAGO_1
```

How many years ago did you begin [INSERT DOV_ACTIVITY]?

1. Less than a year ago
 2. 1-2 years ago
 3. 3-4 years ago
 4. 5-6 years ago
 5. 7-8 years ago
 6. 9-10 years ago
 7. More than 10 years ago
-

```
[SHOW IF DOV_GROUP <> 8]
```

[MP]

PE_EMPSTAT_1

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

<i>Select all that apply.</i>

RESPONSE OPTIONS

1. Employed
2. Temporarily laid off
3. Not employed, but looking
4. Not employed, no looking
5. Disabled and not working
6. Retired
7. Student
8. Homemaker
9. Other, (specify): [TEXTBOX]

When you heard “pursuing,” what did you think of? What did that mean to you?

[SHOW IF DOV_GROUP <> 8]

[SP]

PE_FINANCE_1

When you first started <u>pursuing the idea</u> of [INSERT DOV_ACTIVITY], how well was your household managing financially?

RESPONSE OPTIONS

1. Finding it difficult to get by
2. Just getting by
3. Doing okay
4. Living comfortably

[SHOW IF PE_EMPSTAT_1 = 1]

[GRID, 4,4; SP]

PE_EMPBENEFIT_1

Think about when you first started pursuing the idea of [INSERT DOV_ACTIVITY]. Please rate the job you were in at the time on the following characteristics:

GRID ITEMS

- a. The pay was good
- b. The benefits were good
- c. There was a high degree of job security
- d. Your co-workers were friendly
- e. Your supervisor provided clear leadership
- f. There were clear opportunities for promotion
- g. The work you did was rewarding
- h. There was a healthy amount of stress on the job
- i. You were able to “leave work at work”
- j. You were able to balance work and responsibilities and activities outside of work in a healthy way

RESPONSE OPTIONS

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

How easy was it to answer these questions?

[SHOW IF DOV_GROUP <> 8]

[MP]

PE_LIFECCHANGE_1

When you first started <u>pursuing the idea</u> of [INSERT DOV_ACTIVITY], had you experienced any of the following life events in the year leading up to that time?

<i>Select all that apply.</i>

RESPONSE OPTIONS

1. New child
2. Aging parent moved in/moved in with aging parent to care for them
3. Moved to a different city/state
4. Lost a job
5. Spouse/partner lost a job
6. Went back to school
7. Completed a degree
8. Changed careers
9. Own health issue preventing/limiting ability to work
10. Family member had health issue requiring care
11. I was feeling burnt out at work
12. I felt stalled in my career
13. Other, specify: [TEXTBOX]
14. None of the above [SP]

Do any other life events come to mind?

[SHOW IF DOV_GROUP <> 7 OR 8]

[GRID, SP]

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. Moderately important
3. Somewhat important
4. Not important

Are there other reasons we should ask about?

Do any of the above reasons seem confusing or uncommon or repetitive?

[SHOW IF DOV_GROUP <> 7 OR 8]

[MP]

PE_STEPS_1

Which, if any, of the following steps did you and co-developers/collaborators take to pursue [INSERT DOV_ACTIVITY TEXT]?

<i>Select all that apply.</i>

RESPONSE OPTIONS

1. Discussed the idea with a friend, work colleague, classmate, or acquaintance
2. Discussed the idea with family
3. Identified and worked with a mentor(s)
4. Researched relevant platforms to identify and reach customers
5. Applied for/set up a profile on relevant platforms in order to identify and reach customers
6. Found a first customer or client
7. Consulted established business leaders in the industry on the idea or market

8. Sought out professional advice (such as from a lawyer, accountant, or another professional related to the operation of a business)
9. Researched the market or considered how potential customers or other firms might respond if you launched the business
10. Created spreadsheets, financial models, or other numerical analyses to determine feasibility
11. Created a website for the business
12. Learned about financing options outside of personal sources
13. Applied for financing outside of personal sources
14. Participated in pitch contests
15. Talked to personal sources about financing
16. Made a sale or provided the product/service on a pilot basis
17. Made a prototype
18. Tested the market and/or collected feedback from customers
19. Attended trainings, workshops, or webinars relating to starting and operating a business
20. Applied to a support program for new business
21. Registered the business for a tax ID
22. Learned about or applied for patents, copyrights, or trademarks to protect the business idea
23. Hired an employee (non-cofounder)
24. Worked on the business part-time while working at your primary job
25. Quit your job to devote more time to work on launching the business
26. Other (please specify): [TEXTBOX]
27. None of the above [SP]

What are your thoughts about this list?

How far did you read down the list?

Do any of these steps seem way off base or unlikely for you to do?

[SHOW IF (DOV_GROUP = 6) AND (AT LEAST 2 RESPONSES SELECTED PE_STEPS_1_1 - PE_STEPS_1_26=1); IF ONLY 1 RESPONSE SELECTED AT PE_STEPS, AUTOPUNCH PE_LASTSTEP WITH SAME RESPONSE]

[SP]

PE_LASTSTEP_1

You indicated that you are no longer pursuing the idea you considered. Which of the following was the last step you took before you stopped pursuing the idea?

RESPONSE OPTIONS

1. [SHOW IF PE_STEPS_1_1=1] Discussed the idea with a friend, work colleague, classmate, or acquaintance
2. [SHOW IF PE_STEPS_1_2=1] Discussed the idea with family
3. [SHOW IF PE_STEPS_1_3=1] Identified and worked with a mentor(s)
4. [SHOW IF PE_STEPS_1_4=1] Researched relevant platforms to identify and reach customers
5. [SHOW IF PE_STEPS_1_5=1] Applied for/set up a profile on relevant platforms in order to identify and reach customers
6. [SHOW IF PE_STEPS_1_6=1] Found a first customer or client
7. [SHOW IF PE_STEPS_1_7=1] Consulted established business leaders in the industry on the idea or market
8. [SHOW IF PE_STEPS_1_8=1] Sought out professional advice (such as from a lawyer, accountant, or another professional related to the operation of a business)
9. [SHOW IF PE_STEPS_1_9=1] Researched the market or considered how potential customers or other firms might respond if you launched the business
10. [SHOW IF PE_STEPS_1_10=1] Created spreadsheets, financial models, or other numerical analyses to determine feasibility
11. [SHOW IF PE_STEPS_1_11=1] Created a website for the business
12. [SHOW IF PE_STEPS_1_12=1] Learned about financing options outside of personal sources
13. [SHOW IF PE_STEPS_1_13=1] Applied for financing outside of personal sources
14. [SHOW IF PE_STEPS_1_14=1] Participated in pitch contests
15. [SHOW IF PE_STEPS_1_15=1] Talked to personal sources about financing
16. [SHOW IF PE_STEPS_1_16=1] Made a sale or provided the product/service on a pilot basis
17. [SHOW IF PE_STEPS_1_17=1] Made a prototype
18. [SHOW IF PE_STEPS_1_18=1] Tested the market and/or collected feedback from customers
19. [SHOW IF PE_STEPS_1_19=1] Attended trainings, workshops, or webinars relating to starting and operating a business
20. [SHOW IF PE_STEPS_1_20=1] Applied to a support program for new business
21. [SHOW IF PE_STEPS_1_21=1] Registered the business for a tax ID
22. [SHOW IF PE_STEPS_1_22=1] Learned about or applied for patents, copyrights, or trademarks to protect the business idea
23. [SHOW IF PE_STEPS_1_23=1] Hired an employee (non-cofounder)

24. [SHOW IF PE_STEPS_1_24=1] Worked on the business part-time while working at your primary job
25. [SHOW IF PE_STEPS_1_25=1] Quit your job to devote more time to work on launching the business
26. [SHOW IF PE_STEPS_1_26=1] [TEXTBOX RESPONSE FROM PE_STEPS_1_26]

What are your thoughts about this list?

How far did you read down the list?

Do any of these steps seem way off base or unlikely for you to do?

[SHOW IF DOV_GROUP = 7]

[SP]

PE_GIGREASON_1

In the last 6 months, what is the main reason why you have engaged in gig work activities?

RESPONSE OPTIONS

1. To earn money as a primary source of income
2. To earn extra money on top of pay from my current employment, or other regular source of income
3. To earn extra money on top of my retirement, pension, or disability income
4. To earn extra money to help family members
5. To maintain existing employment-related skills
6. To acquire new employment-related skills
7. To network/meet people
8. Just for fun (as a hobby)
9. Other, (please specify): [TEXTBOX]

Are there other reasons we should ask about?

Do any of the above reasons seem confusing or uncommon?

[SHOW IF DOV_GROUP = 7]

[SP]

PE_SIDEINCOME_1

Please consider ALL paid or side work activities in which you participate not including your primary employment. In the past 6 months, to what extent has the money earned from paid or side work activities been a *significant* source of household income?

RESPONSE OPTIONS

1. Less than 10%
2. 10-25%
3. 26-50%
4. 51-76%
5. 76-100%

What, in your words, is this question asking of you?

[SHOW IF DOV_GROUP <>8]

[MP]

PE_CHALLENGE_1

What are the one or two main barriers to pursuing [INSERT DOV_ACTIVITY TEXT]?

Select up to two.

RESPONSE OPTIONS

1. Not being able to access and/or afford health insurance
2. Not having access to other employer-provided benefits
3. Not having enough savings
4. Accessing capital to cover start-up costs
5. Setting up the business' digital presence
6. Finding time to pursue the idea
7. Didn't know who my customers were
8. My customers did not want to buy what I was selling
9. Getting the business licensed/registered
10. Lack of general business knowledge
11. Finding professional support like lawyers, accountants and tax professionals
12. Doing my taxes
13. Finding support, advice or role models in my personal network
14. Navigating any applicable government regulations
15. Finding/obtaining a physical location for the business
16. Obtaining any relevant insurance related to the work performed
17. Identifying relevant platforms to utilize to identify and reach customers
18. Applying for access/setting up a profile on relevant platforms to utilize to identify and reach customers
19. Platforms helping to identify and reach customers charged high fees/took a significant share of earnings
20. Learning how to utilize platforms to identify and reach customers
21. Developing or building a prototype/pilot for the good/service
22. Getting support from your partner and/or family
23. Figuring out how to manage personal/family finances while the business is getting started
24. Other, (specify): [TEXTBOX]
25. I did not face any challenges [SP]

What are your thoughts about this list?

How far did you read down the list?

Do any of these options seem repetitive or not useful?

[SHOW IF PE_CHALLENGE_1 <>25,77,98,99]

[SP]

PE_SUPPORT_1

What resources and/or support did you seek to help you navigate these barriers?

[OPEN-ENDED TEXTBOX]

[SHOW IF DOV_GROUP = 5 OR 6]

[NUMBOX]

PE_MOCONSID_1

About how many months would you say you spent considering pursuing [INSERT DOV_ACTIVITY TEXT]?

[NUMBOX, 0-60] Months

How easy was it to answer this question?

What counts as pursuing in your mind? Just thinking about an idea? Writing plans and reaching out to others with questions?

[SHOW IF DOV_GROUP = 6]

[MP]

PE_STOPREASON_1

What factors contributed to your decision to stop pursuing [INSERT DOV_ACTIVITY TEXT]?

<i>Select all that apply.</i>

RESPONSE OPTIONS

1. Lack of financial resources
-

2. Lack of time
3. Lost focus, interest, and/or motivation or felt burnt out
4. Difficulties with partners or investors
5. Family wasn't supportive
6. I decided it was too risky
7. Didn't know where to look for help getting started
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 decided to go back to school
11. I needed employer-provided health insurance
12. Other (Specify) [TEXTBOX]

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

[MP]

PE_STARTSUPPORT_1

What supports or resources do you feel would help you earn income from [INSERT DOV_ACTIVITY TEXT]?

<i>Select all that apply.</i>

RESPONSE OPTIONS

1. More time to explore and pursue the idea
2. Financial resources to cover start-up costs
3. Information on alternative financing sources (such as grants, equity financing)
4. Training on how to effectively apply for financing
5. More information about the industry/market
6. Support getting the business officially set up (such as licensing/registration, certification)
7. Networking opportunities (such as with other entrepreneurs, industry experts, or professional service providers)
8. Help communicating business idea
9. Help refining business idea
10. Information or training on basic business accounting and tax preparation
11. Information or training on how to get my business online
12. Information or training on marketing and customer outreach
13. Specialized training related to my industry
14. Individualized support and guidance from a mentor
15. Other (Specify) [TEXTBOX]

[SHOW IF DOV_GROUP <> 8]

[GRID, 6,6; SP]

PE_CAPITAL_1

Did you request and/or use any of these sources of capital to cover the costs related to pursuing or starting up [INSERT DOV_ACTIVITY]?

GRID ITEMS

- A. Personal/family savings of owner(s)
- B. Personal/family assets other than savings of owner(s)
- C. Personal/family home equity loan
- D. Personal credit card(s) carrying balances
- E. Business credit card(s) carrying balances
- F. Government-guaranteed business loan from a bank or financial institutions, including SBA-guaranteed loans
- G. Business loan from a bank or financial institution
- H. Business loan from a federal, state, or local government
- I. Business loan/investment from family/friend(s)
- J. Investment by venture capitalist(s)
- K. Grants
- L. Other source(s) of capital (Specify) [TEXTBOX]

RESPONSE OPTIONS

- 1. Did not request
- 2. Requested capital, but was declined
- 3. Requested capital, but was approved for less than requested
- 4. Requested capital and received full amount requested

How easy was it to answer this question?

[SHOW IF DOV_GROUP <> 8 AND ANY(PE_CAPITAL_1_A – PE_CAPITAL_1_L=2,3,4)]

[NUMBOX GRID]

PE_CAPITAL_AMT.

Please enter the amount of capital you requested for [INSERT DOV_ACTIVITY].

GRID ITEMS

- A. [SHOW IF DOV_GENPOP = 0 AND ANY(PE_CAPITAL_1_A=2,3,4] Personal/family savings of owner(s)
- B. [SHOW IF DOV_GENPOP = 0 AND ANY(PE_CAPITAL_1_B=2,3,4] Personal/family assets other than savings of owner(s)
- C. [SHOW IF DOV_GENPOP = 0 AND ANY(PE_CAPITAL_1_C=2,3,4] Personal/family home equity loan
- D. [SHOW IF DOV_GENPOP = 0 AND ANY(PE_CAPITAL_1_D=2,3,4] Personal credit card(s) carrying balances
- E. [SHOW IF DOV_GENPOP = 0 AND ANY(PE_CAPITAL_1_E=2,3,4] Business credit card(s) carrying balances
- F. [SHOW IF DOV_GENPOP = 0 AND ANY(PE_CAPITAL_1_F=2,3,4] Government-guaranteed business loan from a bank or financial institutions, including SBA-guaranteed loans
- G. [SHOW IF DOV_GENPOP = 0 AND ANY(PE_CAPITAL_1_G=2,3,4] Business loan from a bank or financial institution
- H. [SHOW IF DOV_GENPOP = 0 AND ANY(PE_CAPITAL_1_H=2,3,4] Business loan from a federal, state, or local government
- I. [SHOW IF DOV_GENPOP = 0 AND ANY(PE_CAPITAL_1_I=2,3,4] Business loan/investment from family/friend(s)
- J. [SHOW IF DOV_GENPOP = 0 AND ANY(PE_CAPITAL_1_J=2,3,4] Investment by venture capitalist(s)
- K. [SHOW IF DOV_GENPOP = 0 AND ANY(PE_CAPITAL_1_K=2,3,4] Grants
- L. [SHOW IF DOV_GENPOP = 0 AND ANY(PE_CAPITAL_1_L=2,3,4] [INSERT TEXTBOX RESPONSE FROM PE_CAPITAL_1_L_OE]

RESPONSE OPTIONS:

1. Amount requested [NUMBOX]

How easy was it to answer this question?

[SHOW IF ANY (PE_CAPITAL_1_1 – PE_CAPITAL_1_12) = 2 OR 3]

[MP]

PE_CAPITAL_2

What reason(s), if any, were you given as to why you were declined or approved for less than you requested?

<i>Select all that apply.</i>

RESPONSE OPTIONS

1. My personal credit rating was too low or I had too new/insufficient credit history
2. My business credit rating was too low or I had too new/insufficient credit history
3. My debt-to-income ratio was too high
4. Not enough business experience
5. Not enough formal education/training
6. Business revenues were too low
7. Insufficient collateral/assets
8. Inadequate business plan
9. Business is high-risk
10. The amount of capital I was asking for was too small
11. The amount of capital I was asking for was too large
12. Location of business
13. I asked, but wasn't given a reason
14. I didn't ask for a reason and wasn't given one
15. Other (Specify) [TEXTBOX]
16. None of the above [SP]

How easy was it to answer this question?

[SHOW IF DOV_GROUP = 1,2,3, OR 4]

[NUMBOX]

PE_CAPITAL_3

What was the total amount of capital used to start or initially acquire this business? (Capital includes savings, other assets, and borrowed funds.)

[NUMBOX, 0-3000000] dollars

[SHOW IF DOV_GROUP=5]

[NUMBOX]

PE_CAPITAL_4

What is the total amount of capital you have used so far to start working for yourself or initially acquire this business? (Capital includes savings, other assets, and borrowed funds.)

[NUMBOX, 0-3000000] dollars

[SHOW IF DOV_GROUP=6]

[NUMBOX]

PE_CAPITAL_5

What is the total amount of capital you used when you were trying to start or initially acquire this business ? (Capital includes savings, other assets, and borrowed funds.)

[NUMBOX, 0-3000000] dollars

How easy was it to answer the last three questions about capital? How accurate do you think your estimates were?

[DISPLAY_NASCENT]

The following section will ask you about how COVID-19 has impacted your business plans and activities.

[SHOW IF DOV_GROUP=5]

[SP]

PE_COVIDPLAN_1.

Has the COVID-19 pandemic changed your business plans?

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF PE_COVIDPLAN_1=1]

[MP]

PE_COVIDPLAN_2.

How has the COVID-19 pandemic changed your business plans?

<i>Select all that apply.</i>

RESPONSE OPTIONS

1. My plans have been delayed
2. My plans have moved forward faster
3. I have changed my business focus, generally
4. I have changed my business focus, specifically to address COVID-related issues or needs
5. Other (Specify) [TEXTBOX]

[SHOW IF DOV_GROUP <> 1 OR 2]

[SP]

PE_COVIDMEETGOALS_1.

How has the COVID-19 pandemic changed your confidence that you will be able to meet your most important career goals?

RESPONSE OPTIONS

1. Much more confident
 2. Somewhat more confident
 3. No change
 4. Somewhat less confident
 5. Much less confident
-

[SHOW IF DOV_GROUP <> 1 OR 2]

[SP]

PE_COVIDEMPLOY_1.

In March 2020, at the start of the COVID-19 pandemic, were you employed full- or part-time?

RESPONSE OPTIONS

1. Full-time employed in March 2020
2. Part-time employed in March 2020
3. Not employed in March 2020

[SHOW IF PE_COVIDEMPLOY_1 = 1-2]

[SP]

PE_COVIDEMPLOY _2.

How much did the pandemic influence your change in job status since March 2020?

RESPONSE OPTIONS

1. A great deal
2. A moderate amount
3. Somewhat
4. A little
5. Not at all

How difficult was it to answer this question?

[SHOW IF DOV_GROUP=5]

[GRID, SP]

PE_COVIDCOMM

How would you rate _____ in your community?

GRID ITEMS:

- a. The overall strength of the economy
- b. The overall strength of the job market
- c. The ability to start or grow a business
- d. The overall ability for you to improve your own financial situation
- e. The overall ability to make connections and personal relationships in my community

RESPONSE OPTIONS:

- 1. Excellent
- 2. Good
- 3. Just fair
- 4. Poor
- 77. Don't know
- 99. Refused

[SHOW IF DOV_GROUP=5]

[GRID; SP]

PE_COVIDCONCERN

Are you very concerned, somewhat concerned, not that concerned or not at all concerned about _____?

GRID ITEMS

- a. Your family's financial stability
- b. Your ability to pay for your housing expenses/stay in your current residence
- c. Your ability to get or maintain a well-paying job to take care of you and your family
- d. Your ability to network and be successful in the current economic climate

RESPONSE OPTIONS:

1. Very concerned
2. Somewhat concerned
3. Not that concerned
4. Not at all concerned
77. Don't know
99. Refused

[SHOW IF DOV_GROUP=5]

[SP]

PE_COVIDRESULT

As a result of the pandemic, what best describes your current work situation?

1. I was out of work prior to the coronavirus crisis
2. I have been fired, furloughed, or laid off work
3. I have taken a leave of absence or voluntarily reduced my hours at work
4. I had my hours or pay reduced
5. Other, specify [TEXTBOX]
77. Don't know
99. Refused

Are there other questions you think we should be asking around how Covid-19 impacted individual business activities?

Business Operation

[IF DOV_GROUP = 1,2,3, OR 4]

[SHOW IF DOV_GROUP = 1,2,3, OR 4]

[DISPLAY]

DISPLAY_BO.

This next set of questions will ask you more about [INSERT DOV_ACTIVITY TEXT] and its day-to-day operations once you were up and running.

[SPACE]

If you no longer own your own business or work as a freelancer/consultant/independent contractor, we want you to answer these questions in reference to the last year of your business/work.

[SHOW IF DOV_GROUP = 1,2,3, OR 4] [TEXTBOX]

BO_STARTBIZ_1

In what year did you officially start [INSERT DOV_ACTIVITY TEXT]?

[NUMBOX, RANGE 1920-2021]

How easy was it to answer this question? What does “officially” mean to you in this context?

[SHOW IF DOV_GROUP = 1 OR 3]

[SP]

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 = 3 OR 4]

[NUMBOX]

BO_YEARQUIT_1

What year did you cease [INSERT DOV_ACTIVITY TEXT]?

[NUMBOX, RANGE 1920-2021]

How easy was it to answer this question? What does “cease” mean to you in this context?

[SHOW IF DOV_GROUP = 1 OR 3]

[SP]

BO_LEGALSTAT_1

What is/was this business' legal form of organization?

RESPONSE OPTIONS

1. LLC
2. C-Corporation
3. S-Corporation
4. Partnership
5. Sole Proprietorship
6. Non-profit
7. Government
8. My business is/was not registered/licensed
9. Other (incl. trusts, estates, cooperatives with undetermined tax status, etc.)

How easy was it to answer this question?

[SHOW IF DOV_GROUP = 1 OR 3]

[SP]

BO_BIZTYPE_1

Would you describe this business as a/an...

RESPONSE OPTIONS

1. Independent business
2. Purchase/takeover of an existing business
3. Franchise
4. Multi-level marketing initiative
5. Business sponsored by an existing business
6. Other (specify) [TEXTBOX]

How easy was it to answer this question?

[SHOW IF DOV_GROUP = 2 OR 4]

[SP]

BO_CLIENT_1

Does/did you work primarily for one client/organization?

RESPONSE OPTIONS

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

[SHOW IF DOV_GROUP = 1,2,3, OR 4] [SP]

BO_WORKHOME_1

How would you describe the primary location where you are/used to [INSERT DOV_ACTIVITY]?

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. Some other location? (Specify) [TEXTBOX]

[SHOW IF DOV_GROUP <> 8]

[TEXTBOX]

BO_BIZACTIVITY_1

Describe the primary business activity associated with [INSERT DOV_ACTIVITY TEXT].

[MEDIUM TEXTBOX]

[SHOW IF DOV_GROUP <> 8]

[SP]

BO_BIZEMERGE_1

Did this business activity emerge from...

RESPONSE OPTIONS

1. Your current work activity
2. Previous work activity
3. Separate business now own and manage
4. Hobby or recreational pastime
5. Academic, scientific or applied research
6. Idea from self or other member of start up team
7. Other (specify) [TEXTBOX]

[SHOW IF DOV_GROUP = 1,2,3, OR 4] [SP]

BO_COLLAB_1

Did you come up with your idea for [INSERT DOV_ACTIVITY TEXT] 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 BO_COLLAB_1=2,3]

[MP]

BO_COLLABREL_1

Who were your collaborator/s?

<i>Select all that apply.</i>

RESPONSE OPTIONS

- i. Spouse
 - j. Partner sharing household
 - k. Relatives living in the same household
 - l. Relatives living in difference households
 - m. Friends of acquaintances from work
 - n. Friends or acquaintances who have not worked together
 - o. Strangers before joining the new business team
 - p. Some other type of relationship (specify) [TEXTBOX]
-

[SHOW IF DOV_GROUP = 1 OR 3]

[SP]

BO_OWNSHARE_1

Do/did any of your collaborators share ownership of the business with you?

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF DOV_GROUP = 1,2,3, OR 4] [SP]

BO_ADDFINANCE_1

At any time since you started [INSERT DOV_ACTIVITY], did you apply for/request additional financing?

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF DOV_GROUP = 1,2,3, OR 4] [SP]

BO_COVIDCLOSE_1

Has your business activity closed, either temporarily or permanently, at any point between March 2020 and today?

RESPONSE OPTIONS

1. No
2. Yes, temporary closure
3. Yes, permanent closure, including selling or transferring the business
4. My business activity ended before March 2020

[SHOW IF BO_COVIDCLOSE_1 = 2]

[MP]

BO_COVIDREASON_1

What were the reasons your business activity temporarily closed?

<i>Select all that apply.</i>

RESPONSE OPTIONS

1. COVID-19 related regulations
2. COVID-19 related issues finding employees
3. COVID-19 related illnesses
4. COVID-19 related supply chain issues
5. Extreme weather event or natural disaster
6. Protests/demonstrations
7. Business is seasonal
8. Lack of consumer demand
9. Could not secure financing to fulfill contract(s)
10. Needed to tend to other matters (such as family or medical reasons)
11. Business activity was moving or being renovated, etc.
12. Other (Specify) [TEXTBOX]
13. My business activity ended before March 2020 [SP]

[SHOW IF BO_COVIDCLOSE_1 = 2]

[SP]

BO_COVIDOPER_1

Is your business activity currently closed temporarily or is it currently operating?

RESPONSE OPTIONS

1. Currently closed
2. Currently operating

[SHOW IF BO_COVIDCLOSE_1 = 1,2, OR 3]

[SP]

BO_COVIDESSEN_1

Was your business deemed “essential” during the COVID-19 pandemic?

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF DOV_GROUP = 1,2,3, OR 4]

[MP]

BO_EMPLOYEES_1

In 2021, which of the following types of workers were used by your business?

<i>Select all that apply.</i>

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 (Specify) [TEXTBOX]
10. There are no workers other than me in this business [SP]
11. My business activity ended before 2021 [SP]

[SHOW IF ANY BO_EMPLOYEES_1_1 THROUGH BO_EMPLOYEES_1_9 SELECTED]

[NUMBOX GRID]

BO_NUMEMPLOY_1

In 2021, how many workers were used by your business?

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]

[SHOW IF DOV_GROUP = 1 OR 2]

[SP]

BO_HOURSWK_1

In 2021, what was the average number of hours per week that you spent managing or working your business/self-employment?

RESPONSE OPTIONS

1. None
2. Less than 20 hours
3. 20 to 39 hours
4. 40 hours
5. 41 to 59 hours
6. 60 hours or more
7. My business/self-employment activity ended before 2021

How easy was it to answer this question? What does “managing” mean to you in this context?

[SHOW IF DOV_GROUP = 3 OR 4]

[SP]

BO_HOURSWK_2

In the last year of your business/working for yourself, what was the average number of hours per week that you spent managing or working your business/self-employment?

RESPONSE OPTIONS

1. None
2. Less than 20 hours
3. 20 to 39 hours
4. 40 hours
5. 41 to 59 hours
6. 60 hours or more

How easy was it to answer this question? What does “managing” mean to you in this context?

[SHOW IF DOV_GROUP = 1 OR 3]

[MP]

BO_EMPBENEFIT_1

Which of the following employee benefits (including for yourself) are/were paid totally or partly by your business?

<i>Select all that apply.</i>

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. None of the above [SP]

How easy was it to answer this question?

[SHOW IF DOV_GROUP = 1,2,3, OR 4]

[SP]

BO_ONLINE_1

Do/did you have a website and/or social media presence (such as Facebook, Twitter, or Instagram) related to this activity?

RESPONSE OPTIONS

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

[SHOW IF DOV_GROUP = 1,2,3, OR 4]

BO_REVENUE_1

What is/was the amount of your income or sales and operating revenues, including grants, during [CURRENT YEAR - 1] (or during the last year of operation, if not currently engaged in [INSERT DOV_ACTIVITY TEXT]) from [INSERT DOV_ACTIVITY TEXT]?

<i>Round to the nearest one thousand dollars. If none, report zero.</i>

\$(NUMBOX, 0-10,000,000)

77. Don't know

Is it difficult to come up with this information on the spot? Do you have a sense of how accurate the number is that you provided?

[SHOW IF DOV_GROUP = 1,2,3, OR 4]

BO_PLMARGIN_1

In [CURRENT YEAR - 1] (or during the last year of operation, if not currently engaged in [INSERT DOV_ACTIVITY TEXT]), did you have profits, losses, or break even?

RESPONSE OPTIONS

1. Profits
2. Losses
3. Break even

[SHOW IF DOV_GROUP = 1,2,3, OR 4]

[SP]

BO_PRIMARYINC_1

In [CURRENT YEAR - 1] (or during the last year of operation, if not currently engaged in [INSERT DOV_ACTIVITY TEXT]), did [INSERT DOV_ACTIVITY TEXT] provide your primary source of personal income?

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF DOV_GROUP = 1,2,3, OR 4]

[SP]

BO_PERSINC_1

In [CURRENT YEAR - 1] (or during the last year of operation, if not currently engaged in [INSERT DOV_ACTIVITY]), approximately how much income did you personally make from [INSERT DOV_ACTIVITY TEXT]?

RESPONSE OPTIONS

1. \$0 or loss
2. \$1 to \$14,999
3. \$15,000 to \$24,999
4. \$25,000 to \$34,999
5. \$35,000 to \$49,999
6. \$50,000 to \$74,999
7. \$75,000 to \$99,999
8. \$100,000 to \$149,999
9. \$150,000 to \$199,999
10. \$200,000 to \$499,999
11. \$500,000 to \$999,999
12. \$1,000,000 or more
77. Don't know
99. Refused

[SHOW IF DOV_GROUP = 1 OR 2]

[MP; ALLOW RESPONDENT TO PICK UP TO 3 RESPONSES]

BO_GOALS_1

What would you say your top three goals are for the next five years related to [INSERT DOV_ACTIVITY TEXT]?

RESPONSE OPTIONS

1. Grow revenue/income
2. Transition to working more doing this activity and less in my other job(s)
3. Increase profitability
4. Improve customer experience/reviews
5. Prevent my business from having to shut down
6. Increase awareness of my goods and/or services
7. Develop new goods and/or services
8. Grow my business' digital presence
9. Grow customer base
10. Maintain my current employees
11. Hire additional employees
12. Open additional locations/branches
13. Move to a new physical location
14. Support the welfare of my employees
15. Support my community
16. Other (Specify) [TEXTBOX]

How easy was it to answer this question?

Are there additional response options that we should include?

Are any response options confusing or uncommon?

[SHOW IF DOV_GROUP = 1 OR 2 AND ANY(BO_GOALS_1_1 - BO_GOALS_1_16=1)]

[GRID, SP]

BO_CONFIDENT_1

How confident are you in your/your business' ability to achieve these goals over the next five years?

GRID ITEMS

- A. [SHOW IF BO_GOALS_1_1=1] Grow revenue/income

- B. [SHOW IF BO_GOALS_1_2=1] Transition to working more doing this activity and less in my other job(s)
- C. [SHOW IF BO_GOALS_1_3=1] Increase profitability
- D. [SHOW IF BO_GOALS_1_4=1] Improve customer experience/reviews
- E. [SHOW IF BO_GOALS_1_5=1] Prevent my business from having to shut down
- F. [SHOW IF BO_GOALS_1_6=1] Increase awareness of my goods and/or services
- G. [SHOW IF BO_GOALS_1_7=1] Develop new goods and/or services
- H. [SHOW IF BO_GOALS_1_8=1] Grow my business' digital presence
- I. [SHOW IF BO_GOALS_1_9=1] Grow customer base
- J. [SHOW IF BO_GOALS_1_10=1] Maintain my current employees
- K. [SHOW IF BO_GOALS_1_11=1] Hire additional employees
- L. [SHOW IF BO_GOALS_1_12=1] Open additional locations/branches
- M. [SHOW IF BO_GOALS_1_13=1] Move to a new physical location
- N. [SHOW IF BO_GOALS_1_14=1] Support the welfare of my employees
- O. [SHOW IF BO_GOALS_1_15=1] Support my community
- P. [SHOW IF BO_GOALS_1_16=1] [TEXTBOX RESPONSE AT BO_GOALS_1_16]

RESPONSE OPTIONS

1. Not at all confident
2. Not very confident
3. Somewhat confident
4. Very confident
5. Extremely confident

Do any of these options seem confusing or need clarification?

[SHOW IF DOV_GROUP = 1,2,3, OR 4]

[MP]

BO_CHALLENGE_1

What challenges are you currently facing (or did you face in your last year of operation, if not currently engaged in [INSERT DOV_ACTIVITY TEXT])?

<i>Select all that apply.</i>

RESPONSE OPTIONS

1. Not being able to access and/or afford health insurance
2. Not having access to other employer-provided benefits
3. Not having enough savings
4. Accessing capital to cover start-up costs
5. Setting up the business' digital presence
6. Finding time to pursue the idea
7. Didn't know who my customers were
8. My customers did not want to buy what I was selling
9. Getting the business licensed/registered
10. Lack of general business knowledge
11. Finding professional support like lawyers, accountants and tax professionals
12. Doing my taxes
13. Finding support, advice or role models in my personal network
14. Navigating any applicable government regulations
15. Finding/obtaining a physical location for the business
16. Obtaining any relevant insurance related to the work performed
17. Identifying relevant platforms to utilize to identify and reach customers
18. Applying for access/setting up a profile on relevant platforms to utilize to identify and reach customers
19. Platforms helping to identify and reach customers charged high fees/took a significant share of earnings
20. Learning how to utilize platforms to identify and reach customers
21. Developing or building a prototype/pilot for the good/service
22. Getting support from your partner and/or family
23. Figuring out how to manage personal/family finances while the business is getting started
24. Other, (specify): [TEXTBOX]
25. I did not face any challenges [SP]

What are your thoughts about this list?

How far did you read down the list?

[SHOW IF BO_CHALLENGE_1 <>25,77,98,99]

[SP]

BO_SUPPORT_1

What resources and/or support have you sought to help you navigate these challenges?

[OPEN-ENDED TEXTBOX]

[SHOW IF DOV_GROUP = 3 OR 4]

[MP]

BO_CHALLHELP_1.

What supports or resources do you feel would be/would have been helpful to you to overcome these challenges?

<i>Select all that apply.</i>

RESPONSE OPTIONS

1. Financial resources to cover costs
2. Information on alternative financing sources (such as grants, equity financing)
3. Training on how to effectively apply for financing
4. Information or training on marketing and customer outreach
5. Specialized training related to my industry
6. Individualized support and guidance from a mentor
7. Other (Specify) [TEXTBOX]

Is there anything you think we could add to this list?

[SHOW IF DOV_GROUP = 1 OR 2]

[SP]

BO_HELPACCESS_1.

Do you feel that you have access to enough support/resources to help you overcome these challenges?

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF DOV_GROUP = 1 OR 2]

[SP]

BO_COVIDPERSON_1.

In what ways have your personal finances been affected by challenges your business/self-employment is facing as a result of the COVID-19 pandemic?

RESPONSE OPTIONS

1. Did not draw a salary/ or reduced salary
2. Paid business expenses with personal funds
3. Borrowed against home or retirement account
4. Had concerns about personal credit score or loss of personal assets due to late payments
5. Borrowed funds from spouse/ other family or friends
6. Worked a second job or extra hours outside of this business
7. Other (Specify) [TEXTBOX]
8. No challenges or no impact on personal finances

Is there anything you think we could add to this list?

[SHOW IF DOV_GROUP = 1 OR 2]

[SP]

BO_LENGTH_1.

How long do you see yourself [INSERT DOV_ACTIVITY TEXT]?

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]

[SP]

BO_POSTPLANS_1.

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

RESPONSE OPTIONS

1. Take a new job/enter employment
2. Start another business
3. Retire
4. Go back to school
5. Take a break from work
6. Provide care for children and/or family/friends in need of care

How easy was it to answer this question?

[SHOW IF DOV_GROUP = 3 OR 4]

[SP]

BO_POSTPLANS_2.

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

RESPONSE OPTIONS

1. Took a new job/enter employment
2. Started another business
3. Retired
4. Went back to school
5. Took a break from work
6. Provided care for children and/or family/friends in need of care

How easy was it to answer this question?

[SHOW IF DOV_GROUP = 1,2,3, OR 4]

[SP]

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 = 1 OR 2]

[MP]

BO_EXITSTRAT_1.

Which of the following best describes this business's/self-employment current exit strategy?

[SPACE]

An exit strategy is a plan the business owners create to describe how they intend to exit the business and capture their investment.

<i>Select all that apply.</i>

RESPONSE OPTIONS

1. Walk away from the business
2. Liquidate or sell off assets and repay the business's liabilities

3. Sell the business to employees or managers (for example, offer an Employee Stock Ownership Plan (ESOP), management buyout, or employee buyout)
4. Sell or merge the business with another firm
5. Sell the business to another individual that is not an owner of the same business
6. Sell or transfer ownership to another owner of the same business
7. Sell or transfer ownership of the business to a family member(s) that is not an owner of the same business
8. Prepare an Initial Public Offering (IPO)
9. Other (Specify) [TEXTBOX]
10. Business does not currently have an exit strategy for any owner [SP]

How easy was it to answer this question?

[SHOW IF DOV_GROUP = 3 OR 4]

[MP]

BO_EXITSTRAT_2.

Which of the following best describes your former business's/self-employment exit strategy?

[SPACE]

An exit strategy is a plan the business owners create to describe how they intended to exit the business and capture their investment.

<i>Select all that apply.</i>

RESPONSE OPTIONS

1. Walk away from the business
2. Liquidate or sell off assets and repay the business's liabilities
3. Sell the business to employees or managers (for example, offer an Employee Stock Ownership Plan (ESOP), management buyout, or employee buyout)
4. Sell or merge the business with another firm
5. Sell the business to another individual that is not an owner of the same business
6. Sell or transfer ownership to another owner of the same business

7. Sell or transfer ownership of the business to a family member(s) that is not an owner of the same business
8. Prepare an Initial Public Offering (IPO)
9. Other (Specify) [TEXTBOX]
10. Business does not currently have an exit strategy for any owner

How easy was it to answer this question?

[SHOW IF DOV_GROUP = 3 OR 4]

[MP]

BO_EXITSTRAT_3.

Which, if any, of the following factors contributed to the closure of your business/self-employment?

<i>Select all that apply.</i>

RESPONSE OPTIONS

1. You sold your business
2. You reached the goals you wanted to achieve and did not want to expand / continue
3. You weren't making enough money or you were losing money
4. Your industry declined, had too many competitors, or demand for your product/service changed
5. You had difficulty growing the business
6. The economy was doing badly and it affected your business
7. You wanted to retire
8. You wanted to give the business to a successor
9. Your partners and you disagreed on the future of the business
10. You did not like being a business owner and you left to find a job
11. You were deployed by the military
12. You experienced illness or injury
13. Co-owner passed away
14. The business operated for a specific or one-time event
15. Lack of business loans/credit
16. Lack of personal loans/credit
17. Started another business
18. Bankruptcy

19. Other (specify) [TEXTBOX]

How easy was it to answer this question?

Are there other answers we should consider?

[SHOW IF DOV_GROUP = 3 OR 4]

[TEXTBOX]

BO_ENTREXP_1.

How did your experience of [INSERT DOV_ACTIVITY] influence your next career opportunity?

[OPEN-ENDED TEXTBOX]

General Population – show to DOV_GROUP=8

[SHOW IF DOV_GROUP=8]

[MP]

GP_CONSIDER_1.

What are some reasons why you have not considered starting your own business, working for yourself, doing freelance/contract work, etc.?

<i>Select all that apply.</i>

RESPONSE OPTIONS

1. No obvious business idea
2. Risk-averse, don't like uncertainty
3. Perceived lack of business opportunity in local community
4. Lack of financial stability to pursue it
5. Unsupportive family/friends

6. Too challenging
7. Need employer-provided benefits (such as health insurance)
8. Don't know where to go for help getting started
9. Other (Specify) [TEXTBOX]

How easy was it to answer this question?

Are there other answers we should consider?

[SHOW IF DOV_GROUP=8]

[MP]

GP_CHALLENGE_1.

What specific things do you think would be the most challenging for you if you were to start your own business?

<i>Select all that apply.</i>

RESPONSE OPTIONS

1. Not being able to access and/or afford health insurance
2. Not having access to other employer-provided benefits
3. Not having enough savings
4. Accessing capital to cover start-up costs
5. Setting up the business' digital presence
6. Finding time to pursue the idea
7. Didn't know who my customers were
8. My customers did not want to buy what I was selling
9. Getting the business licensed/registered
10. Lack of general business knowledge
11. Finding professional support like lawyers, accountants and tax professionals
12. Doing my taxes
13. Finding support, advice or role models in my personal network
14. Navigating any applicable government regulations
15. Finding/obtaining a physical location for the business
16. Obtaining any relevant insurance related to the work performed
17. Identifying relevant platforms to utilize to identify and reach customers

18. Applying for access/setting up a profile on relevant platforms to utilize to identify and reach customers
19. Platforms helping to identify and reach customers charged high fees/took a significant share of earnings
20. Learning how to utilize platforms to identify and reach customers
21. Developing or building a prototype/pilot for the good/service
22. Getting support from your partner and/or family
23. Figuring out how to manage personal/family finances while the business is getting started
24. Other, (specify): [TEXTBOX]

How easy was it to answer this question?

How far did you read down this list?

[SHOW IF DOV_GROUP=8]

[SP]

GP_EMPLOYEELENGTH_1.

Thinking about your primary job (the one that you spend the most time working at) or your most recent job if currently unemployed, about how long have you worked/did you work 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=8]

[SP]

GP_EMPLOYERLENGTH_1.

Thinking about your primary job (the one that you spend the most time working at) or your most recent job if currently unemployed, approximately how long has the business been in existence?

RESPONSE OPTIONS

1. Less than 1 year
2. 1 to 2 years
3. 3 to 4 years
4. 5 to 9 years
5. 10 to 14 years
6. 15 to 19 years
7. 20 years or more

[SHOW IF DOV_GROUP=8]

[MEDIUM TEXTBOX]

GP_NUMEMPSTART_1.

Thinking about your primary job (the one that you spend the most time working at) or your most recent job if currently unemployed, about how many employees were there when you started?

[SHOW IF DOV_GROUP=8]

[MEDIUM TEXTBOX]

GP_NUMEMPNOW_1.

Thinking about your primary job (the one that you spend the most time working at) or your most recent job if currently unemployed, about how many employees are there now?

[SHOW IF DOV_GROUP=8]

[GRID 5,4; SP]

GP_EMPBENEFIT_1.

To what extent does the following apply to your current job?

GRID ITEMS

1. The pay is good
2. The benefits are good
3. There is a high degree of job security
4. Your co-workers are friendly
5. Your supervisor provides clear leadership
6. There are clear opportunities for promotion
7. The work you do is rewarding
8. There is a healthy amount of stress on the job
9. You are able to “leave work at work”
10. You are able to balance work and responsibilities and activities outside of work in a healthy way

RESPONSE OPTIONS

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

[SHOW IF DOV_GROUP=8]

[GRID 5,5, SP]

GP_NEWJOB_1.

In the next year, how likely do you think it will be that you will...

GRID ITEMS

- A. Look for/take a different job
- B. Look for/take another job
- C. Start your own business as a primary source of income
- D. Start working for yourself as a freelancer, consultant, or independent contractor
- E. Engage in gig work (such as drive for Uber) as a primary source of income
- F. Engage in gig work as a secondary source of income
- G. Exit the labor force
- H. Go to school full time
- I. Go to school part time
- J. Retire

RESPONSE OPTIONS

1. Not at all likely
 2. Somewhat likely
 3. Very likely
 4. Extremely likely
-

[SHOW IF DOV_GROUP=8]

[SP]

GP_INCOME_1.

On average, what is your total <u>personal annual</u> income across all of the jobs you hold?

RESPONSE OPTIONS

- n. \$0 or loss
 - o. \$1 to \$14,999
 - p. \$15,000 to \$24,999
 - q. \$25,000 to \$34,999
 - r. \$35,000 to \$49,999
 - s. \$50,000 to \$74,999
 - t. \$75,000 to \$99,999
 - u. \$100,000 to \$149,999
 - v. \$150,000 to \$199,999
 - w. \$200,000 to \$499,999
 - x. \$500,000 to \$999,999
 - y. \$1,000,000 or more
 - 77. Don't know
 - 99. Refused
-

Demographics (show to all respondents)

[DROPDOWN]

DEM_STATE.

In what state do you live?

[DROPDOWN LIST OF STATES]

[NUMBOX]

DEM_ZIP.

For statistical purposes, please enter your zip code.

__[00000-99999,777777,999998,999999]__

[ZIP validation check: must contain 5-digits, only numbers, leading 0s okay]

[SP]

DEM_HHINC.

What would you say is your total annual <u>household</u> income before taxes?

[SPACE]

<i>Include income earned by anyone residing in your household full-time who is related to you by birth, marriage, or adoption.</i>

RESPONSE OPTIONS

- m. Less than \$15,000
 - n. \$15,000 to \$24,999
 - o. \$25,000 to \$34,999
 - p. \$35,000 to \$49,999
 - q. \$50,000 to \$74,999
 - r. \$75,000 to \$99,999
 - s. \$100,000 to \$149,999
 - t. \$150,000 to \$199,999
 - u. \$200,000 to \$499,999
 - v. \$500,000 to \$999,999
 - w. \$1,000,000 or more
 - 77. Don't know
 - 99. Refused
-

[GRID, SP]

DEM_INSUR.

Do you currently have:

GRID ITEMS

- d. Health insurance
- e. Contributions to retirement plans, including 401(k), Keogh, etc.
- f. Profit sharing and/or stock options
- g. Paid holidays or vacation
- h. Paid sick leave
- i. Paid parental or family leave
- j. Tuition assistance and/or reimbursement

RESPONSE OPTIONS

- 1. Yes
 - 2. No
-

[SP]

DEM_FINANCE.

Compared to 1 year ago, how do you feel you and your family are doing financially today?

RESPONSE OPTIONS

- f. Much better off
 - g. Somewhat better off
 - h. About the same
 - i. Somewhat worse off
 - j. Much worse off
-

[SP]

DEM_DEBT_1.

Approximately how much non-student loan debt (including home loans, car loans, medical bills/debt, or other loans) does your household currently have?

RESPONSE OPTIONS

- i. None
 - j. Less than \$10,000
 - k. \$10,000 to \$24,999
 - l. \$25,000 to \$49,999
 - m. \$50,000 to \$99,999
-

- n. \$100,000 to \$249,999
- o. \$250,000 to \$499,999
- p. \$500,000 to \$999,999
- q. \$1,000,000 or more
- 77. Don't know

99. Refused

[SP]

DEM_DEBT_2.

Approximately how much student loan debt does your household currently have?

RESPONSE OPTIONS

- 1. None
- 2. Less than \$10,000
- 3. \$10,000 to \$24,999
- 4. \$25,000 to \$49,999
- 5. \$50,000 to \$99,999
- 6. \$100,000 to \$249,999
- 7. \$250,000 to \$499,999
- 8. \$500,000 to \$999,999
- 9. \$1,000,000 or more
- 77. Don't know

99. Refused

[MP]

DEM_LIFECCHANGE.

Have you experienced any of the following since March 2020?

<i>Select all that apply.</i>

RESPONSE OPTIONS

- m. New child
- n. Aging parent moved in/moved in with aging parent to care for them
- o. Moved to a different city/state
- p. Lost a job

- q. Spouse/partner lost a job
- r. Went back to school
- s. Completed a degree
- t. Changed careers
- u. Own health issue preventing/limiting ability to work
- v. Family member health issue requiring care
- w. I was feeling burnt out at work
- x. I felt stalled in my career
- y. None of the above [SP]

[SP]

DEM_KNOWOWN.

How many people do you know personally that own their own business?

RESPONSE OPTIONS

- e. None
- f. 1
- g. 2 to 4
- h. 5 or more

[SHOW IF DEM_KNOWOWN=2,3,4]

[MP]

DEM_RELAWN.

Are any of these people family members or close friends?

<i>Select all that apply.</i>

RESPONSE OPTIONS

- i. Spouse/partner
- j. Parent
- k. Child
- l. Sibling
- m. Grandparent
- n. Aunt/Uncle
- o. Cousin
- p. Close friend

[SP]

DEM_GENDER.

To which gender identity do you most identify?

RESPONSE OPTIONS

- h. Female
- i. Male
- j. Transgender Female
- k. Transgender Male
- l. Gender Variant/Non-Conforming
- m. Not Listed, (specify) [TEXTBOX]
- 99. Prefer not to respond

[MP]

DEM_RACE.

To ensure a representative sample, please indicate your race.

<i>Select all that apply.</i>

RESPONSE OPTIONS

- m. White/Caucasian
- n. Black/African American
- o. American Indian or Alaska Native
- p. Asian or Pacific Islander
- q. Other (Specify) [TEXTBOX]
- 99. Prefer not to respond [SP]

[SP]

DEM_HISPANIC.

Do you consider yourself of Hispanic, Latino, or Spanish origin?

RESPONSE OPTIONS

- 1. Yes, Mexican, Mexican American, Chicano
- 2. Yes, Puerto Rican
- 3. Yes, Cuban
- 4. Yes, another Hispanic, Latino, or Spanish origin

5. No, not of Hispanic, Latino, or Spanish origin
99. Prefer not to respond
-

[SP]

DEM_EDU.

What is the highest grade of school or level of education you have completed?

RESPONSE OPTIONS

- i. Did not complete high school
 - j. Graduated high school/Obtained a GED
 - k. Attended technical/vocational school
 - l. Attended some college but no degree
 - m. Graduated two-year college with Associate's degree
 - n. Graduated four-year college with a Bachelor's degree
 - o. Obtained Master's, PhD, or other professional degree (MD, JD, etc.)
 - 99. Prefer not to respond
-

[SP]

DEM_MARITAL.

What is your current marital status?

RESPONSE OPTIONS

- 1. Married
 - 2. Not married but living with partner/significant other
 - 3. Never married/single
 - 4. Divorced or separated
 - 5. Widowed
 - 99. Prefer not to respond
-

[NUMBOX, ACCEPT 1-20]

DEM_HOUSENUM.

How many people, adults and children, currently live in your household, including yourself?

[MP]

DEM_HOUSEHOLD.

Who lives in your household full-time?

<i>Select all that apply.</i>

RESPONSE OPTIONS

1. I live alone [SP]
2. Spouse
3. Unmarried partner
4. Own child(ren), stepchild(ren), adopted child(ren), and/or foster child(ren) under the age of 18 years
5. Own child(ren), stepchild(ren), adopted child(ren), and/or foster child(ren) aged 18 or older
6. Grandchild(ren)
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)
11. Roommate(s)
12. Other non-relatives (Specify) [TEXTBOX]

[SHOW IF DEM_HOUSEHOLD = 4]

[NUMBOX ACCEPT 0-20]

DEM_HOUSECHILD.

In your household, how many children are:

<i>Please enter the number of children for each category.</i>

RESPONSE OPTIONS

- a. Under 5 years old [NUMBOX]
- b. 5-11 years old [NUMBOX]
- c. 12-17 years old [NUMBOX]

[SP]

DEM_MILITARY.

Are you or your spouse currently serving in the U.S. Armed Forces (Active Duty, Reserve, or National Guard)?

[SPACE]

Reserve and Guard members/spouses who are full-time active duty (AGR/FTS/AR) or currently "activated" should select the "Reserve or National Guard" response(s).

RESPONSE OPTIONS

- f. No
- g. Yes, I'm serving on active duty
- h. Yes, I'm serving in the Reserve or National Guard
- i. Yes, my spouse is serving on active duty
- j. Yes, my spouse is serving in the Reserve or National Guard

[SP]

DEM_CITIZEN_1.

Were you born in the U.S.?

RESPONSE OPTIONS

- 4. Yes
- 5. No
- 99. Prefer not to respond

[SP]

DEM_CITIZEN_2.

Are you a U.S. citizen?

RESPONSE OPTIONS

- 1. Yes
- 2. No
- 99. Prefer not to respond

RE-COMPUTE QUAL=1 "COMPLETE"

SET CO_DATE, CO_TIME, CO_TIMER VALUES HERE

CREATE MODE_END

1=CATI

2=CAWI

[SHOW IF PANEL_TYPE >= 20]

[DISPLAY]
CLOSEB.

Those are all the questions we have for you today. We greatly appreciate your participation!

STEP 8: WRAP UP QUESTIONS:

Thank you for your help with this. Now that you have completed the questionnaire...

Do you feel like the survey is too short, about right, or too long?

Were there any questions that were particularly difficult to answer? Which ones? And why?

What could we do to make the survey better?

What could we do to make more people interested in taking the survey?

Thank you. This concludes the interview. I am going to stop the recording.

☐ STOP THE RECORDER.

STEP 9: INCENTIVE

To thank you for your time today, we would like to email you a \$50 electronic gift card. We offer four different types of gift cards: **Prepaid Visa, Amazon, Target, and Walmart**. Please be advised that only gift cards from Target and Walmart can be used to make in-store purchases. What kind of gift card would you like?

Gift Card:

Could you please provide me with your email address?

CONFIRM EMAIL ADDRESS FOR SENDING PAYMENT.

Email address:

Please allow one week for your electronic gift card to be processed and be sure to check your spam folder in case it is not delivered to your inbox. At this time, I would be happy to answer any questions that you have. Thank you for your help with this study.

MATERIALS TO TAKE AWAY FROM INTERVIEW

- ☐ INTERVIEWER PROTOCOL BOOKLET (THIS BOOKLET)
- ☐ DIGITAL RECORDING – sound only, not video

Thank you. Goodbye.

STEP 10: TYPE UP SUMMARY

Summary notes

For example:

R is a 30-year-old female from the Midwest. She is a current entrepreneur with a Bachelors.

Overall, she

But she had concerns about

APPENDICES C: DISTRIBUTION OF COMPLETED SURVEYS BY SAMPLE TYPE

Appendix C-1: By Sample Type and State

State	N Complete Total	% Complete Total	Distribution Total	N Complete AmeriSpeak	% Complete AmeriSpeak	Distribution AmeriSpeak	N Complete ABS	% Complete ABS	Distribution ABS	N Complete Non-Prob	% Complete Non-Prob	Distribution Non-Prob
AK	211	36.2%	0.7%	34	42.5%	0.4%	36	7.2%	2.3%	141	N/A	0.7%
AL	521	58.1%	1.6%	122	34.7%	1.3%	32	5.9%	2.1%	367	N/A	1.8%
AR	384	49.7%	1.2%	125	41.8%	1.3%	28	5.9%	1.8%	231	N/A	1.1%
AZ	708	84.8%	2.2%	196	34.0%	2.0%	20	7.8%	1.3%	492	N/A	2.4%
CA	2620	68.1%	8.3%	885	34.1%	9.2%	64	5.1%	4.1%	1671	N/A	8.1%
CO	424	65.0%	1.3%	189	39.8%	2.0%	6	3.4%	0.4%	229	N/A	1.1%
CT	368	40.0%	1.2%	137	37.4%	1.4%	28	5.0%	1.8%	203	N/A	1.0%
DC	146	14.0%	0.5%	37	38.5%	0.4%	60	6.3%	3.9%	49	N/A	0.2%
DE	235	21.6%	0.7%	96	41.4%	1.0%	68	7.9%	4.4%	71	N/A	0.3%
FL	2354	82.7%	7.4%	680	34.8%	7.1%	41	4.6%	2.6%	1633	N/A	7.9%
GA	854	74.5%	2.7%	200	32.5%	2.1%	17	3.2%	1.1%	637	N/A	3.1%
HI	309	41.7%	1.0%	71	49.3%	0.7%	44	7.4%	2.8%	194	N/A	0.9%
IA	362	31.1%	1.1%	156	42.5%	1.6%	47	5.9%	3.0%	159	N/A	0.8%
ID	237	34.6%	0.7%	159	50.0%	1.7%	17	4.6%	1.1%	61	N/A	0.3%
IL	914	108.6%	2.9%	209	36.6%	2.2%	14	5.2%	0.9%	691	N/A	3.4%
IN	666	65.4%	2.1%	188	43.1%	2.0%	30	5.1%	1.9%	448	N/A	2.2%
KS	381	35.9%	1.2%	157	46.2%	1.6%	49	6.8%	3.2%	175	N/A	0.9%
KY	583	105.6%	1.8%	177	42.7%	1.8%	8	5.8%	0.5%	398	N/A	1.9%
LA	458	48.9%	1.4%	164	34.2%	1.7%	30	6.6%	1.9%	264	N/A	1.3%
MA	516	64.1%	1.6%	174	36.2%	1.8%	14	4.3%	0.9%	328	N/A	1.6%
MD	540	41.3%	1.7%	178	38.4%	1.8%	43	5.1%	2.8%	319	N/A	1.6%
ME	379	95.0%	1.2%	114	42.2%	1.2%	14	10.9%	0.9%	251	N/A	1.2%
MI	797	99.9%	2.5%	217	33.9%	2.3%	6	3.8%	0.4%	574	N/A	2.8%
MN	533	49.4%	1.7%	183	44.6%	1.9%	55	8.2%	3.5%	295	N/A	1.4%
MO	623	114.9%	2.0%	189	41.4%	2.0%	12	14.0%	0.8%	422	N/A	2.1%
MS	308	37.2%	1.0%	102	33.4%	1.1%	33	6.3%	2.1%	173	N/A	0.8%

State	N Complete Total	% Complete Total	Distribution Total	N Complete AmeriSpeak	% Complete AmeriSpeak	Distribution AmeriSpeak	N Complete ABS	% Complete ABS	Distribution ABS	N Complete Non-Prob	% Complete Non-Prob	Distribution Non-Prob
MT	311	98.4%	1.0%	69	44.5%	0.7%	10	6.2%	0.6%	232	N/A	1.1%
NC	970	56.2%	3.1%	268	36.4%	2.8%	49	5.0%	3.2%	653	N/A	3.2%
ND	304	54.2%	1.0%	51	61.4%	0.5%	30	6.3%	1.9%	223	N/A	1.1%
NE	346	25.3%	1.1%	151	42.2%	1.6%	78	7.7%	5.0%	117	N/A	0.6%
NH	331	87.6%	1.0%	68	58.6%	0.7%	23	8.8%	1.5%	240	N/A	1.2%
NJ	599	82.7%	1.9%	131	33.2%	1.4%	16	4.8%	1.0%	452	N/A	2.2%
NM	219	40.4%	0.7%	114	41.5%	1.2%	15	5.6%	1.0%	90	N/A	0.4%
NV	415	40.6%	1.3%	146	36.8%	1.5%	27	4.3%	1.7%	242	N/A	1.2%
NY	1587	129.6%	5.0%	254	31.6%	2.6%	26	6.2%	1.7%	1307	N/A	6.4%
OH	1333	85.2%	4.2%	414	40.3%	4.3%	29	5.4%	1.9%	890	N/A	4.3%
OK	470	52.2%	1.5%	159	33.7%	1.7%	25	5.8%	1.6%	286	N/A	1.4%
OR	423	50.8%	1.3%	174	48.7%	1.8%	40	8.4%	2.6%	209	N/A	1.0%
PA	1192	117.8%	3.8%	280	38.2%	2.9%	14	5.0%	0.9%	898	N/A	4.4%
RI	148	22.4%	0.5%	55	35.5%	0.6%	23	4.5%	1.5%	70	N/A	0.3%
SC	588	60.2%	1.9%	192	43.4%	2.0%	31	5.8%	2.0%	365	N/A	1.8%
SD	190	27.6%	0.6%	110	44.7%	1.1%	32	7.2%	2.1%	48	N/A	0.2%
TN	768	68.2%	2.4%	232	39.3%	2.4%	28	5.2%	1.8%	508	N/A	2.5%
TX	2108	90.3%	6.6%	620	32.8%	6.4%	25	5.6%	1.6%	1463	N/A	7.1%
UT	278	40.2%	0.9%	123	45.7%	1.3%	24	5.7%	1.5%	131	N/A	0.6%
VA	855	44.7%	2.7%	269	39.7%	2.8%	71	5.7%	4.6%	515	N/A	2.5%
VT	207	63.3%	0.7%	69	47.6%	0.7%	15	8.2%	1.0%	123	N/A	0.6%
WA	591	79.6%	1.9%	196	45.2%	2.0%	20	6.5%	1.3%	375	N/A	1.8%
WI	586	53.8%	1.8%	183	53.0%	1.9%	37	5.0%	2.4%	366	N/A	1.8%
WV	304	69.2%	1.0%	127	46.2%	1.3%	13	7.9%	0.8%	164	N/A	0.8%
WY	197	37.7%	0.6%	29	39.7%	0.3%	34	7.6%	2.2%	134	N/A	0.7%
TOTAL	32,031	34.8%	N/A	9,623	38.2%	N/A	1,551	6.0%	N/A	20,857	N/A	N/A

Appendix C-2: By Sample Type and MSA

MSA	N Complete Total	% Complete Total	Dist. Total	N Complete AS	% Complete AS	Distribution AS	N Complete ABS	% Complete ABS	Distribution ABS	N Complete Non-Prob	% Complete Non-Prob	Distribution Non-Prob
Other Geographical Location	16,524	63.0%	51.6%	4,955	40.3%	51.5%	881	6.3%	56.8%	10,688	N/A	51.2%
Atlanta-Sandy Springs-Alpharetta, GA	466	57.9%	1.5%	114	33.4%	1.2%	16	3.4%	1.0%	336	N/A	1.6%
Austin-Round Rock-Georgetown, TX	163	43.7%	0.5%	73	37.1%	0.8%	11	6.2%	0.7%	79	N/A	0.4%
Baltimore-Columbia-Towson, MD	320	42.6%	1.0%	120	36.8%	1.2%	23	5.4%	1.5%	177	N/A	0.8%
Birmingham-Hoover, AL	160	26.9%	0.5%	31	47.0%	0.3%	31	5.9%	2.0%	98	N/A	0.5%
Boston-Cambridge-Newton, MA-NH	382	80.4%	1.2%	100	35.0%	1.0%	7	3.7%	0.5%	275	N/A	1.3%
Buffalo-Cheektowaga, NY	174	52.6%	0.5%	77	48.1%	0.8%	13	7.6%	0.8%	84	N/A	0.4%
Charlotte-Concord-Gastonia, NC-SC	277	48.0%	0.9%	91	33.0%	0.9%	19	6.3%	1.2%	167	N/A	0.8%
Chicago-Naperville-Elgin, IL-IN-WI	616	162.5%	1.9%	124	32.7%	1.3%	N/A	N/A	N/A	492	N/A	2.4%
Cincinnati, OH-KY-IN	263	111.0%	0.8%	101	43.3%	1.0%	0	0.0%	0.0%	162	N/A	0.8%
Cleveland-Elyria, OH	276	49.9%	0.9%	95	40.8%	1.0%	14	4.4%	0.9%	167	N/A	0.8%
Columbus, OH	251	55.8%	0.8%	109	42.9%	1.1%	11	5.6%	0.7%	131	N/A	0.6%
Dallas-Fort Worth-Arlington, TX	526	122.6%	1.6%	128	31.4%	1.3%	1	4.8%	0.1%	397	N/A	1.9%
Denver-Aurora-Lakewood, CO	218	51.8%	0.7%	94	38.5%	1.0%	6	3.4%	0.4%	118	N/A	0.6%
Detroit-Warren-Dearborn, MI	389	74.8%	1.2%	118	32.5%	1.2%	6	3.8%	0.4%	265	N/A	1.3%
Hartford-East Hartford-Middletown, CT	149	27.4%	0.5%	65	40.4%	0.7%	21	5.5%	1.4%	63	N/A	0.3%

MSA	N Complete Total	% Complete Total	Dist. Total	N Complete AS	% Complete AS	Distribution AS	N Complete ABS	% Complete ABS	Distribution ABS	N Complete Non-Prob	% Complete Non-Prob	Distribution Non-Prob
Houston-The Woodlands-Sugar Land, TX	421	97.5%	1.3%	126	29.2%	1.3%	N/A	N/A	N/A	295	N/A	1.4%
Indianapolis-Carmel-Anderson, IN	251	32.6%	0.8%	92	42.4%	1.0%	28	5.1%	1.8%	131	N/A	0.6%
Jacksonville, FL	211	50.1%	0.7%	78	40.0%	0.8%	18	8.0%	1.2%	115	N/A	0.6%
Kansas City, MO-KS	230	72.6%	0.7%	90	43.3%	0.9%	10	9.2%	0.6%	130	N/A	0.6%
Las Vegas-Henderson-Paradise, NV	293	57.0%	0.9%	84	30.7%	0.9%	17	7.1%	1.1%	192	N/A	0.9%
Los Angeles-Long Beach-Anaheim, CA	829	199.3%	2.6%	132	31.9%	1.4%	0	0.0%	0.0%	697	N/A	3.3%
Louisville/Jefferson County, KY-IN	186	124.0%	0.6%	61	45.2%	0.6%	3	20.0%	0.2%	122	N/A	0.6%
Memphis, TN-MS-AR	159	96.4%	0.5%	51	32.9%	0.5%	0	0.0%	0.0%	108	N/A	0.5%
Miami-Fort Lauderdale-Pompano Beach, FL	432	83.4%	1.3%	122	25.6%	1.3%	3	7.1%	0.2%	307	N/A	1.5%
Milwaukee-Waukesha, WI	229	25.9%	0.7%	80	56.3%	0.8%	37	5.0%	2.4%	112	N/A	0.5%
Minneapolis-St. Paul-Bloomington, MN-WI	316	45.6%	1.0%	103	47.9%	1.1%	40	8.4%	2.6%	173	N/A	0.8%
Nashville-Davidson--Murfreesboro--Franklin, TN	198	28.8%	0.6%	75	38.9%	0.8%	26	5.3%	1.7%	97	N/A	0.5%
New Orleans-Metairie, LA	179	28.5%	0.6%	67	38.7%	0.7%	29	6.4%	1.9%	83	N/A	0.4%
New York-Newark-Jersey City, NY-NJ-PA	1,312	214.0%	4.1%	153	25.3%	1.6%	0	0.0%	0.0%	1,159	N/A	5.6%
Oklahoma City, OK	187	36.2%	0.6%	59	33.0%	0.6%	20	5.9%	1.3%	108	N/A	0.5%
Orlando-Kissimmee-Sanford, FL	302	68.2%	0.9%	93	35.9%	1.0%	9	4.9%	0.6%	200	N/A	1.0%

MSA	N Complete Total	% Complete Total	Dist. Total	N Complete AS	% Complete AS	Distribution AS	N Complete ABS	% Complete ABS	Distribution ABS	N Complete Non-Prob	% Complete Non-Prob	Distribution Non-Prob
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	467	129.0%	1.5%	116	33.8%	1.2%	1	5.3%	0.1%	350	N/A	1.7%
Phoenix-Mesa-Chandler, AZ	429	110.6%	1.3%	106	31.9%	1.1%	1	1.8%	0.1%	322	N/A	1.5%
Pittsburgh, PA	286	87.5%	0.9%	100	43.3%	1.0%	4	4.2%	0.3%	182	N/A	0.9%
Portland-Vancouver-Hillsboro, OR-WA	210	42.6%	0.7%	93	46.7%	1.0%	18	6.1%	1.2%	99	N/A	0.5%
Providence-Warwick, RI-MA	202	27.9%	0.6%	79	36.6%	0.8%	23	4.5%	1.5%	100	N/A	0.5%
Raleigh-Cary, NC	147	17.8%	0.5%	66	41.0%	0.7%	33	5.0%	2.1%	48	N/A	0.2%
Richmond, VA	173	22.5%	0.5%	66	36.7%	0.7%	30	5.1%	1.9%	77	N/A	0.4%
Riverside-San Bernardino-Ontario, CA	301	72.0%	0.9%	138	33.0%	1.4%	N/A	N/A	N/A	163	N/A	0.8%
Sacramento-Roseville-Folsom, CA	223	45.8%	0.7%	100	35.7%	1.0%	17	8.2%	1.1%	106	N/A	0.5%
Salt Lake City, UT	107	25.3%	0.3%	42	41.2%	0.4%	18	5.6%	1.2%	47	N/A	0.2%
San Antonio-New Braunfels, TX	255	95.5%	0.8%	74	38.1%	0.8%	2	2.7%	0.1%	179	N/A	0.9%
San Diego-Chula Vista-Carlsbad, CA	258	70.1%	0.8%	104	36.2%	1.1%	2	2.5%	0.1%	152	N/A	0.7%
San Francisco-Oakland-Berkeley, CA	293	67.0%	0.9%	95	31.8%	1.0%	7	5.1%	0.5%	191	N/A	0.9%
San Jose-Sunnyvale-Santa Clara, CA	138	41.2%	0.4%	68	39.1%	0.7%	10	6.2%	0.6%	60	N/A	0.3%
Seattle-Tacoma-Bellevue, WA	308	63.2%	1.0%	98	42.4%	1.0%	18	7.0%	1.2%	192	N/A	0.9%
St. Louis, MO-IL	300	100.3%	0.9%	112	41.6%	1.2%	4	13.3%	0.3%	184	N/A	0.9%
Tampa-St. Petersburg-Clearwater, FL	388	100.3%	1.2%	104	38.8%	1.1%	3	2.5%	0.2%	281	N/A	1.3%

MSA	N Complete Total	% Complete Total	Dist. Total	N Complete AS	% Complete AS	Distribution AS	N Complete ABS	% Complete ABS	Distribution ABS	N Complete Non-Prob	% Complete Non-Prob	Distribution Non-Prob
Virginia Beach-Norfolk-Newport News, VA-NC	212	110.4%	0.7%	81	42.6%	0.8%	0	0.0%	0.0%	131	N/A	0.6%
Washington-Arlington-Alexandria, DC-VA-MD-WV	445	35.2%	1.4%	120	38.7%	1.2%	60	6.3%	3.9%	265	N/A	1.3%
TOTAL	32,031	34.8%	N/A	9,623	38.2%	N/A	1,551	6.0%	N/A	20,857	N/A	N/A

APPENDICES D: ABS COMMUNICATIONS

Appendix D-1: ABS Invitation Letter*

January 31, 2022



Dear **[First Name] [Last Name] or [Greetings]**,

Please complete the EPOP survey. This research study aims to understand the perspectives of U.S. adults about business ownership or being self-employed. *Whether you own a business or not, we would like your household to participate.* Please have an adult in your home who most recently had a birthday complete the survey.

Your household was randomly selected for the EPOP survey based on your residential address. Selecting random addresses ensures all kinds of people – of every age, race, region, education level, and employment status – are represented in this research study.

You'll find \$1 enclosed to thank you for your consideration; we'll send a \$15 electronic gift card when you complete the EPOP survey.

To complete the 15-minute EPOP survey online, open the survey link and enter your household's unique personal identification number (PIN) and password:

EPOP Survey Link:	https://epopSurvey.norc.org
PIN:	[pin]
Password:	[password]

Thank you in advance. This research study is funded by the Ewing Marion Kauffman Foundation and conducted by NORC at the University of Chicago who is responsible for keeping your responses confidential and private. We hope your household will choose to participate even though this survey is voluntary. The important information you provide will help researchers and policymakers better understand business ownership and self-employment trends in America.

Sincerely,

Quentin Brummet

Quentin Brummet
EPOP Research Director
NORC at the University of Chicago

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

If you prefer to participate by phone or would like assistance completing the survey in Spanish, call 866-611-EPOP.

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

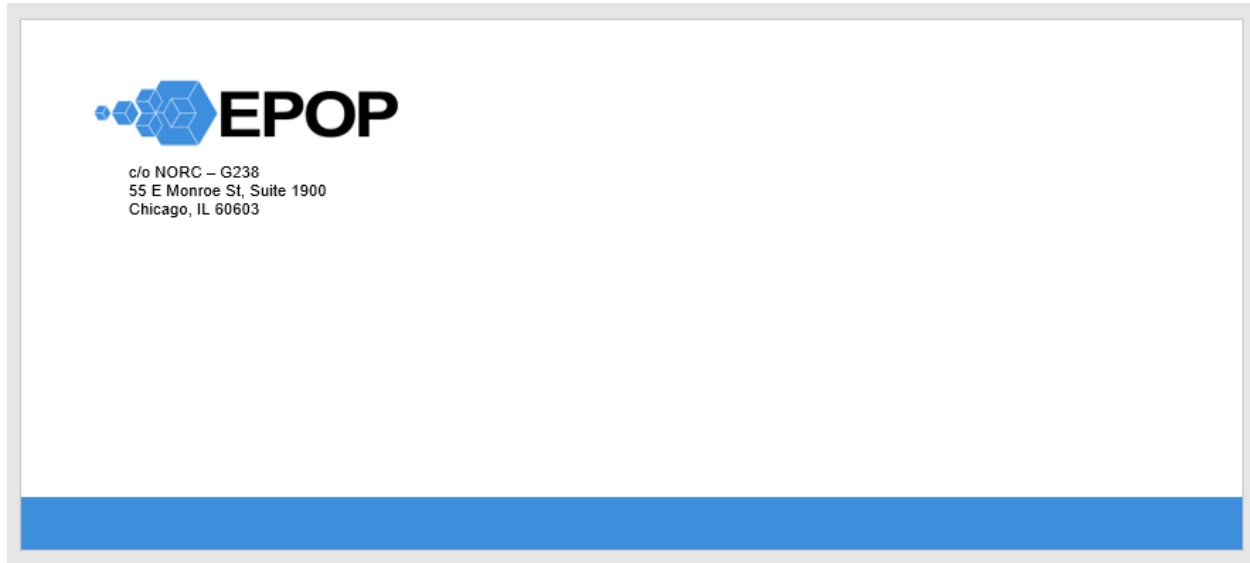
For more information about the EPOP study:
visit <https://epop.norc.org>, email EPOP@norc.org, or
call us at 866-611-EPOP (866-611-3767)

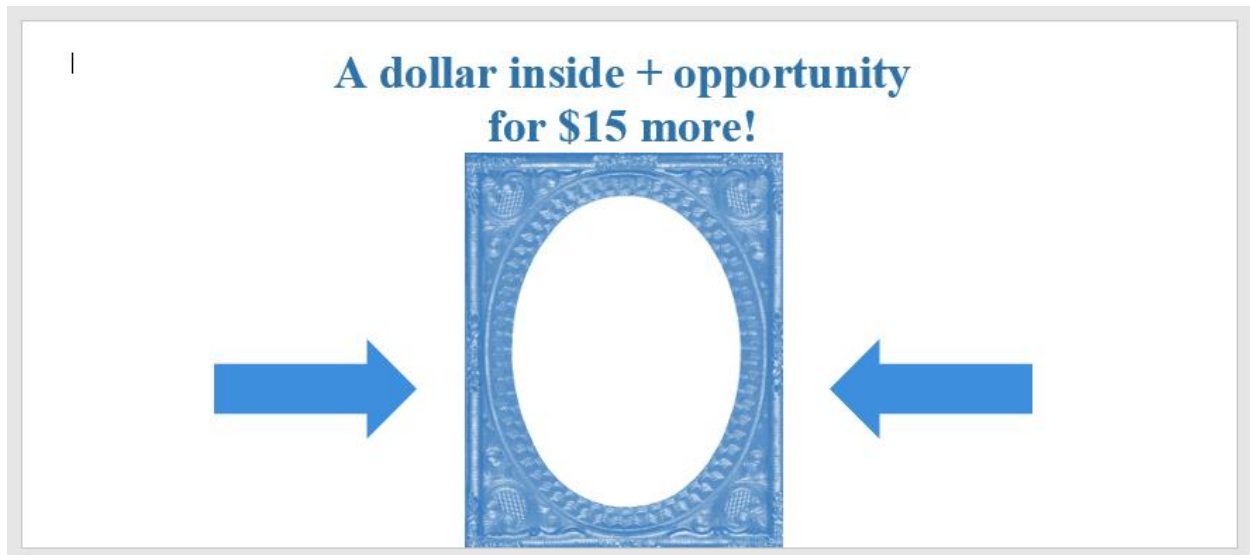
*Also translated in Spanish.

Appendix D-2: ABS Invitation Letter Envelope

Front of Envelope



Back of Envelope (Oval cutout shows dollar bill inside)



Appendix D-3: ABS Invitation Email Example



SUBJECT LINE: Have you checked your mailbox recently? Don't miss out on \$[INCENTIVE]

Greetings!

We're conducting a national research study about the experiences and attitudes towards owning a business or working for yourself. We sent a letter to your home about this last week, and it should be in your mailbox by now.

We need to be sure [CITY] is represented. Please help us by taking the 15-minute EPOP Survey.

Representing your community is so important to our study, we have increased our "thank you" gift to a **\$[INCENTIVE] gift code** of your choice.

We need all kinds of people to participate! Whether you own a business or not, your opinions matter. Please have an adult in your home who most recently had a birthday complete the EPOP Survey.

Complete the EPOP Survey by opening the secure survey link and entering your household's unique personal identification number (PIN) and password:

EPOP Survey Link: <https://epopSurvey.norc.org>

PIN: [pin]

Password: [password]

Thank you for your consideration!



Quentin Brummet
EPOP Research Director
NORC at the University of Chicago


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

- ✓ The Entrepreneurship in the Population (EPOP) research study involves two non-profit organizations: it is funded by the [Ewing Marion Kauffman Foundation](#) and conducted by [NORC at the University of Chicago](#) who is responsible for keeping your responses confidential and private.
- ✓ While this survey is voluntary, we hope your household will choose to participate.
- ✓ If you would like assistance completing the survey in Spanish, call 866-611-EPOP. 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.

EPOP ID: << SUID>>

Appendix D-4: ABS Reminder Postcard*

FRONT OF POSTCARD



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

ENTREPRENEURSHIP IN THE POPULATION SURVEY

[R ADDRESS HERE]

This is a friendly reminder to participate in the EPOP survey – your household plays an important role in understanding the perspectives of U.S. adults about business ownership or being self-employed.

Whether you plan to or currently own a business or not, we want to hear from everyone!

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

\$15

BACK OF POSTCARD

The Entrepreneurship in the Population study (EPOP study) is looking to collect an accurate measure of "entrepreneurship status" among the U.S. population.

This survey is about everyone in the U.S. population – *whether you plan to or currently own a business or not*, please have one adult in your household participate!

Questions?

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

Recently, we sent a **\$1.00 bill** and an invitation to participate in the EPOP Survey to your home.

THANK YOU if you or someone in your home already completed the EPOP Survey!

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

Go to <https://epopSurvey.norc.org>

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

The survey is confidential and conducted by NORC. We'll send a **\$15 gift card** as thanks for the time it takes to complete the EPOP Survey.

Scratch off to reveal the secure PIN and password. →

SCRATCH OFF HERE

Thank you for your help with this important study!

*Also translated in Spanish

APPENDIX E: VALID PE_CAPITAL_4 - PE_CAPITAL_9 RESPONSES FOR EACH PE_CAPITAL_1 RESPONSE

PE_CAPITAL_1 Response														
Capital Amount Question	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	14. None needed
PE_CAPITAL_4 (all)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
PE_CAPITAL_5 (personal capital)	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No	No
PE_CAPITAL_6 (capital from family, friends, and employees)	Yes	Yes	Yes	No	No	No	No	No	Yes	No	No	No	No	No
PE_CAPITAL_7 (capital from banks or financial institutions)	No	No	No	No	Yes	Yes	Yes	Yes	No	No	No	No	No	No
PE_CAPITAL_8 (capital from outside investors)	No	No	No	No	No	No	No	No	No	Yes	Yes	No	No	No
PE_CAPITAL_9 (capital from government grants)	No	No	No	No	No	No	No	No	No	No	No	Yes	No	No

APPENDIX F: EPOP:2022 QUESTIONNAIRE

Entrepreneurship in the Population Survey: 2022

Instruction for Data Users and Readers

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

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

EPOP Survey Use and Citation

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

Full title: The Entrepreneurship in the Population Survey: 2022
Abbreviation: EPOP:2022
Citation: ”Entrepreneurship in the Population (EPOP) Survey Project Questionnaire: 2022.” NORC at the University of Chicago. October 12, 2022.
 <https://EPOP.norc.org>.

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

EPOP:2022 Questionnaire

ABS/NON-PROBABILITY SAMPLE START

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 the strictest 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, you will receive a \$15 electronic gift card after completing the survey.

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

DEM_AGE.

First, we have just a few questions about yourself.

What is your age?

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

[NUMBOX, RANGE 18-100, -3,-5]

[SHOW IF DEM_AGE = -3,-5]
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 = -3,-5, 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=3 "In Progress" and END INTERVIEW, no incentive given]

[REDIRECT TO WWW.NORC.ORG]

[SHOW IF DEM_AGE_RANGE = -3, -5]

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 WWW.NORC.ORG]

[SHOW IF PANEL_TYPE = LUCID/DYNATA AND ABS]

DEM_STATE.

In what state do you live?

[DROPDOWN LIST OF STATES]

[SHOW IF PANEL_TYPE = LUCID/DYNATA AND ABS]

DEM_ZIP.

For statistical purposes, please enter your ZIP code.

[SHOW IF PANEL_TYPE = LUCID/DYNATA AND ABS]
DEM_GENDER.

What is your gender identity?

RESPONSE OPTIONS

- n. Man
 - o. Woman
 - p. Non-binary
 - q. Prefer to self-describe: [TEXTBOX]
-

[SHOW IF PANEL_TYPE = LUCID/DYNATA AND ABS]
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 = LUCID/DYNATA AND ABS]
DEM_RACE.

To ensure a representative sample, please indicate your race.

Select all that apply.

RESPONSE OPTIONS

- r. White
 - s. Black or African American
 - t. American Indian or Alaska Native
 - u. Asian Indian
 - v. Chinese
 - w. Filipino
 - x. Japanese
 - y. Korean
 - z. Vietnamese
 - aa. Other Asian, specify: [TEXTBOX]
 - bb. Native Hawaiian
 - cc. Guamanian or Chamorro
 - dd. Samoan
-

- ee. Other Pacific Islander, specify: [TEXTBOX]
ff. Some other race, specify: [TEXTBOX]
-

AMERISPEAK PANEL SAMPLE START

[SHOW IF PANEL_TYPE= A]
[DISPLAY – WINTRO_1]

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,-3,-5]

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.
-

[SHOW IF S_JOBSTAT_1 = -3,-5 AND S_JOBSTAT_2 = -3,-5 AND S_JOBSTAT_5 = -3,-5]
S_JOBSTAT_6.

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

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

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

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

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF S_JOBSTAT_6=-3,-5]
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=-3,-5, SET QUAL=2 AND GO TO TERMSORRY.

[SHOW 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]
S_JOB_1.

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

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

RESPONSE OPTIONS

I AM SELF-EMPLOYED or a BUSINESS OWNER

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

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

3. A for-profit company or organization
4. A non-profit company or organization

I WORK FOR THE GOVERNMENT

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

[SHOW IF S_JOB_1 = 2,3,4]

S_GIGCHECK_1.

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

Is your main job or work arrangement gig work?

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

[HOVER TEXT ON “[other activities](#)”:

- 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_JOBSTAT_1 = 1 OR S_JOBSTAT_2 = 1 OR ANY(S_JOBSTAT_5_1 – S_JOBSTAT_5_5 = 1) OR S_JOBSTAT_6 = 1]

S_PAIDJOB_1.

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

[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.]

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF S_PAIDJOB_1 = 1]

S_JOB_2.

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

RESPONSE OPTIONS

I AM SELF-EMPLOYED or a BUSINESS OWNER

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

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

3. A for-profit company or organization
4. A non-profit company or organization

I WORK FOR THE GOVERNMENT

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

[SHOW IF S_JOB_2 = 2,3,4]

S_GIGCHECK_2.

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

Is your second job/work arrangement gig work?

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

[HOVER TEXT ON “other activities”:

- 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

COMPUTE DOV_CUR_ENTR (THIS SETS THE CURRENT ENTREPRENEUR FLAG TO YES)

IF S_JOB_1 = 1 OR S_JOB_2 = 1 DOV_CUR_ENTR = 1.
ELSE DOV_CUR_ENTR = 0.

COMPUTE DOV_CUR_FREE (THIS SETS THE CURRENT FREELANCER FLAG TO YES)

IF S_JOB_1 = 2 OR S_JOB_2 = 2 DOV_CUR_FREE = 1.
ELSE DOV_CUR_FREE = 0.

[SHOW IF DOV_CUR_ENTR = 0 AND DOV_CUR_FREE = 0]
S_FORMBIZ_1.

Have you ever owned a business?

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF DOV_CUR_FREE = 1]
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?

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?

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF S_FORMBIZ_STAT_1 = 2]
S_FORMBIZ_STAT_2.

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

[NUMBOX, Range 1920-2021]

[SHOW IF S_FORMBIZ_STAT_2 = -3,-5]
S_FORMBIZ_STAT_3.

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

RESPONSE OPTIONS

- k. Within the last 5 years
 - l. 6 to 10 years ago
 - m. 11 to 20 years ago
 - n. More than 20 years ago
-

[SHOW IF DOV_CUR_FREE = 0]
S_FORMFREE_1.

Have you ever worked for yourself as a freelancer, consultant, or independent contractor either full-time or part-time?

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF S_FORMFREE_1 = 1]
S_FORMFREE_STAT_1.

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

RESPONSE OPTIONS

1. Yes, I am still working for myself as a freelancer, consultant, or independent contractor
2. No, I stopped working as a freelancer, consultant, or independent contractor within the last 5 years
3. No, I stopped working as a freelancer, consultant, or independent contractor more than 5 years ago

COMPUTE DOV_CUR_ENTR (THIS UPDATES THE CURRENT ENTREPRENEUR FLAG TO YES)

IF S_FORMBIZ_STAT_1 = 1 DOV_CUR_ENTR = 1.

COMPUTE DOV_CUR_FREE (THIS UPDATES THE CURRENT FREELANCER FLAG TO YES)

IF S_FORMFREE_STAT_1 = 1 DOV_CUR_FREE = 1.

COMPUTE DOV_FORM_ENTR (THIS SETS THE FORMER ENTREPRENEUR FLAG TO YES)

IF S_FORMBIZ_STAT_1 = 2 DOV_FORM_ENTR = 1.
ELSE DOV_FORM_ENTR = 0.

COMPUTE DOV_FORM_FREE (THIS SETS THE FORMER FREELANCER FLAG TO YES)

IF S_FORMFREE_STAT_1 = 2,3 DOV_FORM_FREE = 1.
ELSE DOV_FORM_FREE = 0.

COMPUTE DOV_CURF1 "FLAG FOR SUBGROUP PATHWAY 1"

IF (S_FORMBIZ_1=-3,-5) DOV_CURF1=0
IF (S_FORMBIZ_2=-3,-5) DOV_CURF1=1
IF (S_FORMBIZ_1 = 1 OR S_FORMBIZ_2 = 1) AND S_FORMBIZ_STAT_1 = -3,-5 DOV_CURF=2

COMPUTE DOV_CURF0 "FLAG FOR SUBGROUP PATHWAY 2"

IF S_FORMFREE_1= -3,-5 DOV_CURF0=1
IF (S_FORMFREE_1 <> -3,-5 AND S_FORMFREE_STAT_1= -3,-5) DOV_CURF0=2

S_NASCENT_1.

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

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF DOV_CUR_ENTR = 0 AND DOV_CUR_FREE = 0 AND DOV_FORM_ENTR = 0 AND DOV_FORM_FREE = 0 AND DOV_NASCENT = 0]
S_WITHDRAW_1.

Have you, alone or with others, ever considered starting a new business, including any form of self-employment, freelancing, consulting, or independent contracting, or selling any goods or services to others but decided to wait or change your mind?

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF DOV_WITHDRAW = 1]
S_INTEREST_2.

How interested were you in starting your own business or working for yourself?

RESPONSE OPTIONS

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

[SHOW IF S_GIGCHECK_1 <> 1 AND S_GIGCHECK_2 <> 1]
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: <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 [other activities](#).

[HOVER TEXT ON "other activities":

- 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 OR S_GIGCHECK_1 = 1 OR S_GIGCHECK_2 = 1 OR S_GIGCHECK_3 = 1]
S_GIGPLATFORM_1.

Is your [IF DOV_CUR_FREE = 1: freelance, consulting, or independent contract/ELSE: gig] 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]
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?

RESPONSE OPTIONS

1. Yes
2. No
77. Unsure

[SHOW IF S_GIGPLATFORM_1 = 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: freelance, consulting, or independent contract/ELSE: gig] work?

[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”:

- 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.

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.

COMPUTE DOV_GROUP

IF DOV_CUR_ENTR = 1 DOV_GROUP = 1 "current entrepreneur"

ELSE IF DOV_CUR_FREE = 1	DOV_GROUP = 2 "current freelancer"
ELSE IF DOV_NASCENT = 1 AND S_FORMBIZ_STAT_1 <> 1 AND S_FORMFREE_STAT_1 <> 1,2	DOV_GROUP = 3 "nascent entrepreneur"
ELSE IF DOV_FORM_ENTR = 1	DOV_GROUP = 4 "former entrepreneur"
ELSE IF DOV_FORM_FREE = 1	DOV_GROUP = 5 "former freelancer"
ELSE IF DOV_WITHDRAW = 1	DOV_GROUP = 6 "withdrawn entrepreneur"
ELSE IF DOV_GENPOP = 1	DOV_GROUP = 7 "general population"

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 freelancer, consultant, or independent contractor"
IF DOV_GROUP = 3 AND (S_FORMBIZ_STAT_1 = 2 OR S_FORMFREE_STAT_1 = 3)	DOV_ACTIVITY = 3 "owning another business"
IF DOV_GROUP = 3 AND S_FORMBIZ_STAT_1 <> 2 AND S_FORMFREE_STAT_1 <> 3	DOV_ACTIVITY = 4 "working for yourself"
IF DOV_GROUP = 6	DOV_ACTIVITY = 5 "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 freelancer, consultant, 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 freelancer, consultant, or independent contractor"
IF DOV_GROUP = 6	DOV_JOB = "a former business planner"
IF DOV_GROUP=7	DOV_JOB=GEN POP (NO INSERT TEXT)

Pursuing Entrepreneurship – Section 1 Questions

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

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

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

PE_EMPSTAT_1.

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

RESPONSE OPTIONS

1. Employed
2. Not employed

[SHOW IF PE_EMPSTAT_1 = 2]

PE_EMPSTAT_2.

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

Select all that apply.

RESPONSE OPTIONS

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

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

PE_REASONS_1.

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

GRID ITEMS

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

RESPONSE OPTIONS

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

Pursuing Entrepreneurship – Section 2 Questions

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

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

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

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

Select all that apply.

RESPONSE OPTIONS

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

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

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

Select all that apply.

RESPONSE OPTIONS

1. Consulted established business leaders in the industry on the idea or market
 2. Sought out professional advice (*such as from a lawyer, accountant, or another professional related to the operation of a business*)
 3. Researched the market or considered how potential customers or other firms might respond if you launched the business
 4. Learned about or applied for patents, copyrights, or trademarks to protect the business idea
 5. Made a prototype
-

6. Tested the market and/or collected feedback from customers
 7. None of the above
-

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

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

Select all that apply.

RESPONSE OPTIONS

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

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

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

Select all that apply.

RESPONSE OPTIONS

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

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

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

Select all that apply.

RESPONSE OPTIONS

1. Created spreadsheets, financial models, or other analyses to determine feasibility
 2. Created a website for the business
 3. Created a social media presence for the business
 4. Registered the business for a tax ID
 5. Wrote a business plan
-

-
6. Created a pitch deck, executive summary, or other promotional materials
 7. None of the above
-

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

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

Select all that apply.

RESPONSE OPTIONS

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

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

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

Pursuing Entrepreneurship – Section 3 Questions

[SHOW IF DOV_GROUP = 3 OR 6]

DISPLAY_CHALLENGES.

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

[SHOW IF DOV_GROUP = 3 OR 6]

PE_CHALLENGE_1.

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

Select all that apply.

RESPONSE OPTIONS

1. Not being able to access and/or afford health insurance
 2. Not having access to other employer-provided benefits (*aside from health care*)
 3. Challenges with personal/family finances while the business is getting started
 4. Not having enough savings for start-up costs
 5. Accessing capital to cover start-up costs
 6. None of the above
-

[SHOW IF DOV_GROUP = 3 or 6]

PE_CHALLENGE_2.

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

Select all that apply.

RESPONSE OPTIONS

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

[SHOW IF DOV_GROUP = 3 OR 6]

PE_CHALLENGE_3.

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

Select all that apply.

RESPONSE OPTIONS

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

[SHOW IF DOV_GROUP = 3 OR 6]

PE_CHALLENGE_4.

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

Select all that apply.

RESPONSE OPTIONS

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

[SHOW IF DOV_GROUP = 3 OR 6]

PE_CHALLENGE_5.

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

Select all that apply.

RESPONSE OPTIONS

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

[SHOW IF DOV_GROUP = 3 OR 6]

PE_CHALLENGE_6.

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

[TEXTBOX]

Pursuing Entrepreneurship – Section 4 Questions

[SHOW IF DOV_GROUP <> 7]
DISPLAY_CAPITAL.

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

[SHOW IF DOV_GROUP <> 7]
PE_CAPITAL_1.

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

Select all that apply.

RESPONSE OPTIONS

1. Personal/family savings of owner(s)
 2. Personal/family assets other than savings of owner(s)
 3. Personal/family home equity loan
 4. Personal credit card(s) carrying balances
 5. Business credit card(s) carrying balances
 6. Government-guaranteed business loan from a bank or financial institutions, including SBA-guaranteed loans
 7. Business loan from a bank or financial institution (including online lenders)
 8. Business loan from a federal, state, or local government
 9. Business loan/investment from family/friend(s)
 10. Investment by venture capitalist(s)/angel investor(s)
 11. Crowdfunding (Kickstarter, Indiegogo, etc.)
 12. Grants
 13. Other capital source(s), specify: [TEXTBOX]
 14. None needed
-

[SHOW IF PE_CAPITAL_1 = 6 OR 7]
PE_CAPITAL_INSTITUTION_1.

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

Select all that apply.

RESPONSE OPTIONS

1. Small local bank
-

2. Large national bank
3. Financial services company
4. Online lender/fintech lender
5. Credit union
6. Finance company
7. Alternative financial source
8. Community development financial institution (CDFI)
9. Other institution, specify: [TEXTBOX]
10. None of the above

[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_5 – PE_CAPITAL_1_13 = 1)]

PE_CAPITAL_2.

Of the sources of capital you used, did you receive as much funding as you requested?

GRID ITEMS

- A. [SHOW IF PE_CAPITAL_1_5 = 1] Business credit card(s) carrying balances
- B. [SHOW IF PE_CAPITAL_1_6 = 1] Government-guaranteed business loan from a bank or financial institutions, including SBA-guaranteed loans
- C. [SHOW IF PE_CAPITAL_1_7 = 1] Business loan from a bank or financial institution
- D. [SHOW IF PE_CAPITAL_1_8 = 1] Business loan from a federal, state, or local government
- E. [SHOW IF PE_CAPITAL_1_9 = 1] Business loan/investment from family/friend(s)
- F. [SHOW IF PE_CAPITAL_1_10 = 1] Investment by venture capitalist(s)/angel investor(s)
- G. [SHOW IF PE_CAPITAL_1_11 = 1] Crowdfunding (Kickstarter, Indiegogo, etc.)
- H. [SHOW IF PE_CAPITAL_1_12 = 1] Grants
- I. [SHOW IF PE_CAPITAL_1_13 = 1] [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 ANY(PE_CAPITAL_1_5 – PE_CAPITAL_1_12 = 0)]
PE_CAPITAL_3.

Of the sources of capital you did not use, did you request funding but not receive any?

GRID ITEMS

- A. [SHOW IF PE_CAPITAL_1_5 = 0] Business credit card(s) carrying balances
- B. [SHOW IF PE_CAPITAL_1_6 = 0] Government-guaranteed business loan from a bank or financial institutions, including SBA-guaranteed loans
- C. [SHOW IF PE_CAPITAL_1_7 = 0] Business loan from a bank or financial institution
- D. [SHOW IF PE_CAPITAL_1_8 = 0] Business loan from a federal, state, or local government
- E. [SHOW IF PE_CAPITAL_1_9 = 0] Business loan/investment from family/friend(s)
- F. [SHOW IF PE_CAPITAL_1_10 = 0] Investment by venture capitalist(s)/angel investor(s)
- G. [SHOW IF PE_CAPITAL_1_11 = 0] Crowdfunding (Kickstarter, Indiegogo, etc.)
- H. [SHOW IF PE_CAPITAL_1_12 = 0] Grants

RESPONSE OPTIONS

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

[SHOW IF DOV_GROUP <> 7]
PE_CAPITAL_4.

What [IF DOV_GROUP = 1, 2, 4, 5, OR 6: was/ELSE: is] the total amount of capital 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]?

Capital includes personal or family savings, other assets, and money that has been invested, gifted, or loaned by other individuals or organizations. Your best estimate is fine. Please report in whole dollar amounts. If none, report 0.

\$(NUMBOX, 0-30000000) .00 dollars

[SHOW IF DOV_GROUP <> 7]

PE_CAPITAL_5.

What [IF DOV_GROUP = 1, 2, 4, 5, OR 6: was/ELSE: is] the total amount of personal capital 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]?

This source of capital includes personal savings, personal retirement accounts, home equity loans, and personally borrowed funds. Your best estimate is fine. Please report in whole dollar amounts. If none, report 0.

\$(NUMBOX, 0-30000000) .00 dollars

[SHOW IF DOV_GROUP <> 7]

PE_CAPITAL_6.

What [IF DOV_GROUP = 1, 2, 4, 5, OR 6: was/ELSE: is] the total amount of capital from family, friends, and employees 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]?

This source of capital includes money received from family, friends, and employees. Your best estimate is fine. Please report in whole dollar amounts. If none, report 0.

\$(NUMBOX, 0-30000000) .00 dollars

[SHOW IF DOV_GROUP <> 7]

PE_CAPITAL_7.

What [IF DOV_GROUP = 1, 2, 4, 5, OR 6: was/ELSE: is] the total amount of capital from banks or financial institutions 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]?

This source of capital includes money borrowed from a bank or financial institution, including business loans, a business credit card carrying a balance, or a business line of credit. Your best estimate is fine. Please report in whole dollar amounts. If none, report 0.

\$(NUMBOX, 0-30000000) .00 dollars

[SHOW IF DOV_GROUP <> 7]
PE_CAPITAL_8.

What [IF DOV_GROUP = 1, 2, 4, 5, OR 6: was/ELSE: is] the total amount of capital from outside investors 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]?

This source of capital includes money received from angel investors, venture capitalists, or other businesses in return for a share of ownership in the business. Your best estimate is fine. Please report in whole dollar amounts. If none, report 0.

\$(NUMBOX, 0-30000000) .00 dollars

[SHOW IF DOV_GROUP <> 7]
PE_CAPITAL_9.

What [IF DOV_GROUP = 1, 2, 4, 5, OR 6: was/ELSE: is] the total amount of capital from government grants 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]?

This source of capital includes money received from government grants such as the Small Business Innovation Research (SBIR) and/or Small Business Technology Transfer (STTR) programs. Your best estimate is fine. Please report in whole dollar amounts. If none, report 0.

\$(NUMBOX, 0-30000000) .00 dollars

[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][ANCHOR]

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 freelancer, consultant, 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 1920-2021]

[SHOW IF DOV_GROUP = 1 OR 4]
BO_ACQOWN_1.

How did you initially acquire ownership of this business?

RESPONSE OPTIONS

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

[SHOW IF DOV_GROUP = 1 OR 4]
BO_LEGALSTAT_1.

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

RESPONSE OPTIONS

1. Sole proprietorship, unincorporated
2. LLC
3. C-Corporation
4. S-Corporation
5. Partnership (*such as a partner in a professional practice*)
6. Non-profit
7. Other (*such as trusts, estates, cooperatives with undetermined tax status, unregistered or unlicensed businesses, etc.*)

[SHOW IF DOV_GROUP = 1 OR 4]

BO_BIZTYPE_1.

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

RESPONSE OPTIONS

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

[SHOW IF DOV_GROUP = 2 OR 5]

BO_CLIENT_1.

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

RESPONSE OPTIONS

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

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

BO_WORKHOME_1.

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

RESPONSE OPTIONS

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

[SHOW IF DOV_GROUP <> 7]

BO_BIZEMERGE_1.

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

RESPONSE OPTIONS

1. Your [IF DOV_GROUP = 1 OR 2 OR 4 OR 5:previous/ELSE:current] work activity
 2. A separate business you now own and manage
 3. A hobby or recreational pastime
 4. Academic, scientific, or applied research
 5. An idea from yourself or other member of a start-up team
 6. You inherited the business
 7. Other origin, specify: [TEXTBOX]
-

[SHOW IF DOV_GROUP <> 7]

BO_COLLAB_1.

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

RESPONSE OPTIONS

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

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

BO_ADDFINANCE_1.

At any time since you started your job as [INSERT DOV_JOB], did you apply for/request additional financing?

RESPONSE OPTIONS

1. Yes
 2. No
-

[SHOW IF BO_ADDFINANCE_1 = 1]

DISPLAY_ADDFINANCE.

Now we would like to ask you some questions about the additional sources and amounts of capital you applied for/requested to continue your job as [INSERT DOV_JOB]. When entering the dollar amounts for each funding source, please give your best estimate.

[SHOW IF BO_ADDFINANCE_1 = 1]

BO_ADDFINANCE_2.

Where did you apply for or request additional financing?

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 requested 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]
10. None of the above

[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 requested 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(BO_ADDFINANCE_2_3 – BO_ADDFINANCE_2_11 = 1)]

BO_ADDFINANCE_3.

Of the sources of capital to which you applied, did you receive as much funding as you requested?

GRID ITEMS

- A. [SHOW IF BO_ADDFINANCE_2_3 = 1] Business credit card(s) carrying balances
- B. [SHOW IF BO_ADDFINANCE_2_4 = 1] Government-guaranteed business loan from a bank or financial institutions, including SBA-guaranteed loans
- C. [SHOW IF BO_ADDFINANCE_2_5 = 1] Business loan from a bank or financial institution
- D. [SHOW IF BO_ADDFINANCE_2_6 = 1] Business loan from a federal, state, or local government
- E. [SHOW IF BO_ADDFINANCE_2_7 = 1] Business loan/investment from family/friend(s)
- F. [SHOW IF BO_ADDFINANCE_2_8 = 1] Investment by venture capitalist(s)/angel investor(s)
- G. [SHOW IF BO_ADDFINANCE_2_9 = 1] Crowdfunding (Kickstarter, Indiegogo, etc.)
- H. [SHOW IF BO_ADDFINANCE_2_10 = 1] Grants
- I. [SHOW IF BO_ADDFINANCE_2_11 = 1] [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)]

BO_ADDFINANCE_4.

Of the sources of capital you did not use, did you request funding but not receive any?

GRID ITEMS

- A. [SHOW IF BO_ADDFINANCE_2_3 = 0] Business credit card(s) carrying balances
- B. [SHOW IF BO_ADDFINANCE_2_4 = 0] Government-guaranteed business loan from a bank or financial institutions, including SBA-guaranteed loans
- C. [SHOW IF BO_ADDFINANCE_2_5 = 0] Business loan from a bank or financial institution
- D. [SHOW IF BO_ADDFINANCE_2_6 = 0] Business loan from a federal, state, or local government
- E. [SHOW IF BO_ADDFINANCE_2_7 = 0] Business loan/investment from family/friend(s)
- F. [SHOW IF BO_ADDFINANCE_2_8 = 0] Investment by venture capitalist(s)/angel investor(s)
- G. [SHOW IF BO_ADDFINANCE_2_9 = 0] Crowdfunding (Kickstarter, Indiegogo, etc.)
- H. [SHOW IF BO_ADDFINANCE_2_10 = 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_2_1 – BO_ADDFINANCE_2_11 = 1)]
BO_ADDFINANCE_5.

What was the total amount of additional capital you received after starting your job as [INSERT DOV_JOB]?

Capital includes personal or family savings, other assets, and money that has been invested, gifted, or loaned by other individuals or organizations. Your best estimate is fine. Please report in whole dollar amounts.

\$(NUMBOX, 0-30000000) .00 dollars

[SHOW IF ANY(BO_ADDFINANCE_2_1 – BO_ADDFINANCE_2_11 = 1)]
BO_ADDFINANCE_6.

What was the total amount of additional personal capital you received after starting your job as [INSERT DOV_JOB]?

This source of capital includes personal savings, personal retirement accounts, home equity loans, and personally borrowed funds. Your best estimate is fine. Please report in whole dollar amounts.

\$(NUMBOX, 0-30000000) .00 dollars

[SHOW IF ANY(BO_ADDFINANCE_2_1 – BO_ADDFINANCE_2_11 = 1)]
BO_ADDFINANCE_7.

What was the total amount of additional capital from family, friends, and employees you received after starting your job as [INSERT DOV_JOB]?

This source of capital includes money received from family, friends, and employees. Your best estimate is fine. Please report in whole dollar amounts.

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

[SHOW IF ANY(BO_ADDFINANCE_2_1 – BO_ADDFINANCE_2_11 = 1)]
BO_ADDFINANCE_8.

What was the total amount of additional capital from banks or financial institutions you received after starting your job as [INSERT DOV_JOB]?

This source of capital includes money borrowed from a bank or financial institution, including business loans, a business credit card carrying a balance, or a business line of credit. Your best estimate is fine. Please report in whole dollar amounts.

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

[SHOW IF ANY(BO_ADDFINANCE_2_1 – BO_ADDFINANCE_2_11 = 1)]
BO_ADDFINANCE_9.

What was the total amount of additional capital from outside investors you received after starting your job as [INSERT DOV_JOB]?

This source of capital includes money received from angel investors, venture capitalists, or other businesses in return for a share of ownership in the business. Your best estimate is fine. Please report in whole dollar amounts.

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

[SHOW IF ANY(BO_ADDFINANCE_2_1 – BO_ADDFINANCE_2_11 = 1)]
BO_ADDFINANCE_10.

What was the total amount of additional capital from government grants you received after starting your job as [INSERT DOV_JOB]?

This source of capital includes money received from government grants such as the Small Business Innovation Research (SBIR) and/or Small Business Technology Transfer (STTR) programs. Your best estimate is fine. Please report in whole dollar amounts.

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

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

[SHOW IF DOV_GROUP = 1 OR 2]
BO_WEEKSWK_1.

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

Your best estimate is fine.

[NUMBOX, RANGE 0-52]

[SHOW IF DOV_GROUP = 1 OR 2]
BO_HOURSWK_1.

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

Your best estimate is fine.

[NUMBOX, RANGE 0-99]

[SHOW IF DOV_GROUP = 4 OR 5]
BO_WEEKSWK_2.

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

Your best estimate is fine.

[NUMBOX, RANGE 0-52]

[SHOW IF DOV_GROUP = 4 OR 5]
BO_HOURSWK_2.

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

Your best estimate is fine.

[NUMBOX, RANGE 0-99]

[SHOW IF DOV_GROUP = 1 OR 4]
BO_EMPBENEFIT_1.

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

Select all that apply.

RESPONSE OPTIONS

1. Health insurance
 2. Contributions to retirement plans, including 401(k), Keogh, etc.
 3. Profit sharing and/or stock options
 4. Paid holidays or vacation
 5. Paid sick leave
 6. Paid parental or family leave
 7. Tuition assistance and/or reimbursement
 8. Other benefit, specify: [TEXTBOX]
 9. None of the above
-

[SHOW IF DOV_GROUP = 1,2,4,5]
BO_ONLINE_1.

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

RESPONSE OPTIONS

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

Business Operations – Section 3 Questions

[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 2021 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 = 1,2,4, OR 5]

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?

RESPONSE OPTIONS

1. Profits
2. Losses
3. Break even
4. Not applicable (My business started in 2022)

[SHOW IF DOV_GROUP = 1 OR 2]

BO_PRIMARYINC_1.

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

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF DOV_GROUP = 4 OR 5]

BO_PRIMARYINC_2.

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

RESPONSE OPTIONS

1. Yes
2. No

[SHOW IF DOV_GROUP = 1 OR 2]

BO_GOALS_1.

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

RESPONSE OPTIONS

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

[SHOW IF DOV_GROUP = 1 OR 2]

BO_GOALS_2.

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

RESPONSE OPTIONS

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

Business Operations – Section 4 Questions

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

DISPLAY_BO_CHALLENGES.

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

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

BO_CHALLENGE_1.

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

Select all that apply.

RESPONSE OPTIONS

1. Not being able to access and/or afford health insurance
2. Not having access to other employer-provided benefits (*aside from health care*)
3. Challenges personal/family finances
4. Accessing capital to cover business operations
5. Making rent/mortgage payments on my business location(s)
6. Decreasing sales

-
7. Increasing business or operational costs
 8. None of the above
-

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

BO_CHALLENGE_2.

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

Select all that apply.

RESPONSE OPTIONS

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

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

BO_CHALLENGE_3.

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

Select all that apply.

RESPONSE OPTIONS

1. Finding customers
 2. Keeping existing customers
 3. Setting up/maintaining the business' digital/online presence
 4. None of the above
-

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

BO_CHALLENGE_4.

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

Select all that apply.

RESPONSE OPTIONS

1. Finding and/or affording professional support like lawyers, accountants, or tax professionals
 2. Finding support, advice, or finding role models in my network
 3. Getting support from my family or friends
 4. Getting support from my community
 5. Balancing work and family
 6. Feeling burnt out, or losing focus, interest, and/or motivation
-

7. Major life event (such as a new child, own or family medical issue)
8. Finding time to devote to the business; not enough time
9. None of the above

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

BO_CHALLENGE_5.

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

Select all that apply.

RESPONSE OPTIONS

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

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

BO_CHALLENGE_6.

What other challenges, if any, [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 DOV_GROUP = 4 OR 5 AND ANY(BO_CHALLENGE_1_1 THROUGH BO_CHALLENGE_1_7 SELECTED) OR ANY(BO_CHALLENGE_2_1 THROUGH BO_CHALLENGE_2_3 SELECTED) OR ANY(BO_CHALLENGE_3_1 THROUGH BO_CHALLENGE_3_3 SELECTED) OR ANY(BO_CHALLENGE_4_1 THROUGH BO_CHALLENGE_4_8 SELECTED) OR ANY(BO_CHALLENGE_5_1 THROUGH BO_CHALLENGE_5_5 SELECTED)]

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_4_1 = 1] Finding and/or affording professional support like lawyers, accountants, or tax professionals
- O. [SHOW IF BO_CHALLENGE_4_2 = 1] Finding support, advice, or finding role models in my network
- P. [SHOW IF BO_CHALLENGE_4_3 = 1] Getting support from my family or friends
- Q. [SHOW IF BO_CHALLENGE_4_4 = 1] Getting support from my community
- R. [SHOW IF BO_CHALLENGE_4_5 = 1] Balancing work and family
- S. [SHOW IF BO_CHALLENGE_4_6 = 1] Feeling burnt out, or losing focus, interest, and/or motivation
- T. [SHOW IF BO_CHALLENGE_4_7 = 1] Major life event (such as a new child, own or family medical issue)
- U. [SHOW IF BO_CHALLENGE_4_8 = 1] Finding time to devote to the business
- V. [SHOW IF BO_CHALLENGE_5_1 = 1] Finding, affording, and/or retaining qualified employees
- W. [SHOW IF BO_CHALLENGE_5_2 = 1] Competing against other/larger businesses
- X. [SHOW IF BO_CHALLENGE_5_3 = 1] Supply chain issues
- Y. [SHOW IF BO_CHALLENGE_5_4 = 1] Decreasing demand for my product or service
- Z. [SHOW IF BO_CHALLENGE_5_5 = 1] Unfavorable economy

RESPONSE OPTIONS

- 1. Yes
- 2. No

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. 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**

Non-Entrepreneurial 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. Other reason, specify: [TEXTBOX]

[SHOW IF DOV_GROUP = 7]

GP_EMPLOYEELENGTH_1.

Thinking about your [IF S_JOBSTAT_1 AND S_JOBSTAT_2 AND S_JOBSTAT_6 AND S_JOBSTAT_5_1 TO S_JOBSTAT_5_5 <> 1: most recent job, about how long did you work there/ELSE: main job (the one that you spend the most time working at), about how long have you worked there]?

RESPONSE OPTIONS

1. Less than 1 year
2. 1 to 2 years
3. 3 to 4 years
4. 5 to 9 years
5. 10 to 14 years
6. 15 to 19 years
7. 20 years or more

[SHOW IF DOV_GROUP = 7]

GP_EMPLOYERLENGTH_1.

Thinking about your [IF S_JOBSTAT_1 AND S_JOBSTAT_2 AND S_JOBSTAT_6 AND S_JOBSTAT_5_1 to S_JOBSTAT_5_5 <> 1: most recent job/ELSE: main job (the one that you spend the most time working at)], approximately how long has the business been in existence?

RESPONSE OPTIONS

1. Less than 1 year
 2. 1 to 2 years
 3. 3 to 4 years
 4. 5 to 9 years
 5. 10 to 14 years
 6. 15 to 19 years
 7. 20 years or more
-

[SHOW IF DOV_GROUP = 7]

GP_NUMEMPSTART_1.

Please think about your [IF S_JOBSTAT_1 AND S_JOBSTAT_2 AND S_JOBSTAT_6 AND S_JOBSTAT_5_1 to S_JOBSTAT_5_5 <> 1: most recent job/ELSE: main job (the one that you spend the most time working at)].

Counting all locations where your [IF S_JOBSTAT_1 AND S_JOBSTAT_2 AND S_JOBSTAT_6 AND S_JOBSTAT_5_1 to S_JOBSTAT_5_5 <> 1: 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 (S_JOBSTAT_1 OR S_JOBSTAT_2 OR ANY(S_JOBSTAT_5_1 TO S_JOBSTAT_5_5) OR S_JOBSTAT_6 = 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 (S_JOBSTAT_1 OR S_JOBSTAT_2 OR ANY(S_JOBSTAT_5_1 TO S_JOBSTAT_5_5) OR S_JOBSTAT_6 = 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 (S_JOBSTAT_1 OR S_JOBSTAT_2 OR ANY(S_JOBSTAT_5_1 TO S_JOBSTAT_5_5) OR S_JOBSTAT_6 = 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 = 7 AND (S_JOBSTAT_1 OR S_JOBSTAT_2 OR ANY(S_JOBSTAT_5_1 TO S_JOBSTAT_5_5) OR S_JOBSTAT_6 = 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 S_JOBSTAT_1 AND S_JOBSTAT_2 AND S_JOBSTAT_6 AND S_JOBSTAT_5_1 to S_JOBSTAT_5_5 <> 1]
GP_NEWJOB_2.

In the next year, how likely is it that you will...

GRID ITEMS

- A. Take a job
- B. Start your own business as a primary source of income
- C. Start working for yourself as a freelancer, consultant, or independent contractor
- D. Engage in [gig work](#) as a primary source of income
- E. Engage in [gig work](#) as a secondary source of income
- F. Go back to school

[HOVER TEXT ON “gig work”: Some people earn money through short, paid tasks or jobs online or in-person that are conducted through companies that coordinate payment for the service. This is sometimes referred to as “gig work.” These tasks might include driving for Uber or Lyft, selling goods through Etsy, completing online tasks on Mechanical Turk, providing graphic design, music, or other services via Fiverr or Upwork, or other activities.]

RESPONSE OPTIONS

1. Not at all likely
2. Somewhat likely
3. Moderately likely
4. Very likely

Demographic Questions

FINAL_DEMO_INTRO.

There are just a few more questions about yourself.

[SHOW IF PANEL_TYPE = LUCID/DYNATA AND ABS]
DEM_HHINC.

What is your total annual household income before taxes?

Include income earned by anyone residing in your household full-time who is related to you by birth, marriage, or adoption.

RESPONSE OPTIONS

1. Less than \$5,000
2. \$5,000 to \$9,999
3. \$10,000 to \$14,999
4. \$15,000 to \$19,999
5. \$20,000 to \$24,999
6. \$25,000 to \$29,999
7. \$30,000 to \$34,999
8. \$35,000 to \$39,999
9. \$40,000 to \$49,999
10. \$50,000 to \$59,999
11. \$60,000 to \$74,999
12. \$75,000 to \$84,999
13. \$85,000 to \$99,999
14. \$100,000 to \$124,999
15. \$125,000 to \$149,999
16. \$150,000 to \$174,999
17. \$175,000 to \$199,999
18. \$200,000 or more

DEM_COMM_RATE.

How would you rate the following in your community?

GRID ITEMS

- A. The overall strength of the economy
- B. The overall strength of the job market
- C. The ability to start or grow a business
- D. The overall support of local businesses
- E. The overall quality of transportation
- F. The overall quality of community service organizations such as health, financial, and education services
- G. The overall ability for you to improve your own financial situation
- H. The overall ability to make connections and personal relationships in the community

RESPONSE OPTIONS

1. Excellent
 2. Good
 3. Just fair
 4. Poor
 77. Don't know
-

PE_COVIDCONCERN.

The COVID-19 pandemic has affected people differently. Are you very concerned, somewhat concerned, not that concerned or not at all concerned about _____?

GRID ITEMS

- a. Your family's financial stability
- b. Your ability to pay for your housing expenses/stay in your current residence
- c. Your ability to get or maintain a well-paying job to take care of you and your family
- d. Your ability to network and be successful in the current economic climate

RESPONSE OPTIONS:

1. Very concerned
 2. Somewhat concerned
 3. Not that concerned
 4. Not at all concerned
-

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

- k. Health insurance
- l. Contributions to retirement plans, including 401(k), Keogh, etc.
- m. Profit sharing and/or stock options
- n. Paid holidays or vacation
- o. Paid sick leave
- p. Paid parental or family leave
- q. 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

- r. Have a manageable amount of debt
 - s. Have a bit more debt than is manageable
 - t. Have far more debt than is manageable
 - u. Do not have any debt
-

DEM_RELAOWN.

Do any of your immediate family members own a business?

RESPONSE OPTIONS

- q. Yes
 - r. No
-

[SHOW IF PANEL_TYPE = LUCID/DYNATA AND ABS]

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 = LUCID/DYNATA AND ABS]
DEM_MARITAL.

What is your current marital status?

RESPONSE OPTIONS

1. Married
2. Widowed
3. Divorced
4. Separated
5. Never married
6. Living with partner

[SHOW IF PANEL_TYPE = LUCID/DYNATA AND ABS]
[NUMBOX, ACCEPT 1-20,-3,-5]
DEM_HOUSENUM.

How many people, adults and children, currently live in your household, including yourself?

Only count people who live with you at least 50% of the time.

[NUMBOX, ACCEPT 1-20]

[SHOW IF PANEL_TYPE = LUCID/DYNATA AND ABS]
DEM_HOUSEHOLD.

Who lives in your household?

*Only count people who live with you at least 50% of the time.
Select all that apply.*

RESPONSE OPTIONS

1. I live alone
 2. Spouse
 3. Unmarried partner
 4. Own child(ren), stepchild(ren), adopted child(ren), and/or foster child(ren) under the age of 18 years
 5. Own child(ren), stepchild(ren), adopted child(ren), and/or foster child(ren) aged 18 or older
 6. Grandchild(ren)
 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 = 4 OR 6]

DEM_HOUSECHILD.

In your household, how many children are:

Please enter the number of children for each category.

RESPONSE OPTIONS

- A. Under 5 years old [NUMBOX]
- B. 5-11 years old [NUMBOX]
- C. 12-17 years old [NUMBOX]

DEM_MILITARY_1.

Have you ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard?

RESPONSE OPTIONS

- k. No, never served in the military
- l. Yes, only on active duty for training in the Reserves or National Guard
- m. Yes, on active duty now
- n. Yes, on active duty in the past, now a U.S. Veteran

DEM_CITIZEN_1.

Where were you born?

RESPONSE OPTIONS

- 6. In the United States
- 7. Outside of the United States

[SHOW IF DEM_CITIZEN_1 <> 1]

DEM_CITIZEN_2.

Are you a citizen of the United States?

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