

APPENDIX 1

IFF RESEARCH PHONE SURVEY QUESTIONNAIRE

LOWESTOFT & WAVENEY ENTREPRENEURIAL SURVEY (3671)

Lowestoft and Waveney Survey of Entrepreneurs (3671)

Jan 7th 2003

1 INTRODUCTION AND SCREENING

Good morning/afternoon/evening, my name is and I am calling from IFF Research, an independent market research company. We are conducting an important survey into the local population's attitudes, and experience of, enterprise on behalf of Business Link for Suffolk and Waveney District Council. Would you be able to help us?

ADD IF NECESSARY: We are not only interested in those who have experience of running a business. We want to talk to everyone.

S1) Can I just check, is this a home telephone line?

PROBE IF NECESSARY

Yes – Home only	1	CONTINUE
Yes – Used for business and home	2	CONTINUE
No - Business only	3	THANK AND CLOSE. CODE SMS AS BUSINESS

S1a) And are you a permanent resident in the Waveney area?

By permanent I mean resident in Waveney for 9 months or more in the year.

Yes	1	CONTINUE
No	2	THANK AND CLOSE.

S2) We are interviewing a random selection of members of the public. Therefore, I need to speak to the person currently available in your household aged sixteen or over, but under 65, who will have the next birthday coming up. Would that person be you?

Yes	1	CONTINUE
No	2	ASK TO SPEAK TO OTHER PERSON. GO TO INTRO 3 (S2B) OR MAKE APPOINTMENT

INTRO 3 (IF TRANSFERRED)

S2b) Good morning/afternoon/evening, my name is and I am calling from IFF Research, an independent market research company. We are conducting an important survey on behalf of Business Link for Suffolk and Waveney District Council. Would you be able to help us?

Yes	1	CONTINUE
No	2	GO TO SMS

ADD AS NECESSARY

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- For most people the interview will last less than 15 minutes Those who are involved in running small businesses or who are thinking of doing so would be asked a slightly longer questionnaire
- All your interviews will be treated with the strictest confidence under the rules of the Market Research Society Code of Conduct
- Your telephone number has been randomly selected by computer
- We will not try to sell you anything as a result of this interview

SMS OUTCOME CODES TO USE

Achieved Interview	1
Fax	2
Refused	3
Business Number	4
No under 65	5
Hard call back (appointment made, get name)	6
Dead line / unobtainable	7
Soft call back (get name)	8
Answer phone	9
Out of quota	10
Interview incomplete	11
Other (WRITE IN)	12

S3) CODE GENDER

Male	1
Female	2

S4) In order to make sure that we have a representative cross-section of the general public, can I just ask you your age?

Under 16	1	CLOSE
16 – 18	2	CONTINUE
19 – 24	3	CONTINUE
25 – 34	4	CONTINUE
35 – 44	5	CONTINUE
45 – 54	6	CONTINUE
55 – 64	7	CONTINUE
65 +	8	CLOSE
Refused	9	CONTINUE

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SECTION 1: IDENTIFICATION OF “DOERS”, “THINKERS” AND “AVOIDERS”

Q1A Which of the following statements describes you? READ OUT. MULTICODE OK

You are self employed	1	“DOERS”. GO TO Q3A
You own a business	2	
You are a partner in a business	3	
You work for an employer	4	SEE FILTER BEFORE Q2
You are studying full time	5	
You are retired	6	
You are a full time house wife / house-husband	7	
You are currently unemployed	8	
Other (WRITE IN)	9	
Don't know	10	

ASK Q2 IF NOT SELF-EMPLOYED / DON'T RUN A BUSINESS AT Q1 (I.E. NOT CODES 1-3 @ Q1)

Q2 In our experience, some people own or part own a business as a sideline to their normal activities. Is this the case with you?

Yes	1	CLASS AS “DOER” & GO TO Q3a
No	2	CONTINUE

ASK ALL WHO DON'T OWN BUSINESSES (Q2 “2”)

Q3 Are you personally involved in self-employment as a secondary income?

Yes	1	CLASS AS DOER – ASK Q3A
No	2	Go to Q4
DK	3	

ASK ALL DOERS

Q3A Do you have any plans to start another business or other businesses over the course of the next two years or so?

Yes	1
No	2

Q3B Do you have any plans to buy into another existing business or businesses over the course of the next two years or so?

Yes	1	NOW GO TO SECTION 3
No	2	

ASK NON-DOERS

Q4 And have you recently thought about starting your own business or buying into an existing business?

Yes	1	“THINKER”. GO TO SECTION 2
No	2	Go TO Q4A

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ASK IF NOT THOUGHT ABOUT STARTING BUSINESS (Q4 "2")

Q4A And have you recently thought about becoming self-employed?

Yes	1	"THINKER". GO TO SECTION 2
No	2	"AVOIDER". GO TO SECTION 4

THERE IS NO QUESTION 5

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SECTION 2: REASONS FOR STARTING BUSINESSES

ASK THIS SECTION OF THINKERS ONLY. DOERS GO TO SECTION 3. AVOIDERS GO TO SECTION 4

Motivations for Starting a Business

Q6 I'm now going to read out some statements that people like yourself who have considered starting their own business or going into self-employment have made about why they might want to do this. For each statement, I'd like you to tell me whether you agree or disagree that it is or has been a motivation for you, personally.

So first of all ...

READ OUT EACH STATEMENT IN TURN. ROTATE STATEMENTS.

	Agree strongly	Agree slightly	Neither, nor	Disagree slightly	Disagree Strongly	DK
(1) I want to make more money than I am currently earning	1	2	3	4	5	X
(2) I want the freedom to adopt my own approach to work	1	2	3	4	5	X
(3) I have always wanted to be my own boss	1	2	3	4	5	X
(4) I will get more respect working for myself	1	2	3	4	5	X
(5) ASK EMPLOYED ONLY (code 4 @ Q1a): I am dissatisfied in my current job	1	2	3	4	5	X
(6) ASK UNEMPLOYED ONLY (code 8 @ Q1a): I would like to start my own business or become self-employed because I have had difficulty finding paid employment	1	2	3	4	5	X
(7) I want to challenge myself	1	2	3	4	5	X
(8) I want to lead and motivate others	1	2	3	4	5	X
(9) I want to be at the forefront of technological ideas	1	2	3	4	5	X
(10) ASK ALL EXCEPT UNEMPLOYED I would be more likely to start my own business or to become self-employed if I were to be made redundant	1	2	3	4	5	X
(11) ASK ALL EXCEPT UNEMPLOYED I would be more likely to start my own business or to become self-employed if I had been out of work for a period of time	1	2	3	4	5	X
(12) I want a chance to make a lot of money or have a very high income	1	2	3	4	5	X
(13) I want to follow the example of someone I admire	1	2	3	4	5	X
(14) I want to achieve a better position for myself in society						
(15) I want to bring something new to my local area	1	2	3	4	5	X
(16) I want to contribute to the local economy	1	2	3	4	5	X
(17) I want to develop a hobby or some other activity into a commercial enterprise	1	2	3	4	5	X

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Business Skills and Knowledge

Q6A I'm now going to ask you another series of statements, this time about the skills and attributes you have that might help you to run your own business or to work for yourself, and again I'd like you to tell me to what extent you agree with each.

READ OUT EACH STATEMENT IN TURN. ROTATE STATEMENTS.

	Agree strongly	Agree slightly	Neither, nor	Disagree slightly	Disagree Strongly	DK
(1) I have had experience of starting a business	1	2	3	4	5	X
(2) I know how to produce a business plan	1	2	3	4	5	X
(3) I know how to obtain business finance	1	2	3	4	5	X
(4) I know who I can speak to, to get business support	1	2	3	4	5	X
(5) I come from a family with business experience	1	2	3	4	5	X
(6) I have marketing skills	1	2	3	4	5	X
(7) I have management skills	1	2	3	4	5	X
(8) I have accounting skills	1	2	3	4	5	X
(9) I am good at problem-solving	1	2	3	4	5	X
(10) I have business qualifications	1	2	3	4	5	X
(11) I have had experience of running a business	1	2	3	4	5	X
(12) I am well organised	1	2	3	4	5	X
(13) I have a good network of business contacts	1	2	3	4	5	X
(14) I am good at training and teaching others my skills	1	2	3	4	5	X
(15) I am a good communicator	1	2	3	4	5	X

Opportunities for starting a business

Q6B I'd now like to read you a third series of statements, and again I'd like you to tell me to what extent you agree or disagree that each could be applied to you in terms of your thinking about starting your own business or starting to work for yourself.

READ OUT EACH STATEMENT IN TURN. ROTATE STATEMENTS.

	Agree strongly	Agree slightly	Neither, nor	Disagree slightly	Disagree Strongly	DK
(1) I know how to comply with business regulations	1	2	3	4	5	X
(2) If I were to need them, finding employees from the local area with the skills I need would not be difficult	1	2	3	4	5	X
(3) My family and friends support my decision to go into business	1	2	3	4	5	X
(4) I know where to find business support	1	2	3	4	5	X
(5) I know where to find start-up funding	1	2	3	4	5	X
(6) I know how to find business premises	1	2	3	4	5	X
(7) I am financially secure enough not to have to worry if a business I started didn't work out	1	2	3	4	5	X

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ASK ALL

Q6B1 And can I just check, when you say that you have thought about [TEXT SUBSTITUTION FROM Q4/4A: **starting your own business / buying into an existing business / becoming self-employed**] is this something you would say you have?
 READ OUT ALL STATEMENTS. SINGLE CODE ONLY.

Given serious thought to and which will almost certainly happen at some stage in the future	1
Given serious thought to and which is likely to happen at some stage in the future	2
Given some thought to and which may possibly happen at some stage in the future	3
Not given much thought to but might like to do some day	4
None of the above	5

Q6C And can I just check, do you have or have you had a business idea?

Yes	1	
No	2	

Q6C1 What line of business would you work in? WRITE IN

Q6C1A PROBE FULLY FOR INDUSTRY SECTOR

Manufacturing	1	
Information technology	2	
Agricultural / fishing	3	
Don't Know	X	
Other (WRITE IN)	O	

Q6C2 Where would your business be located?

Locally (by this I mean within Waveney and Lowestoft)	1	
Outside Waveney and Lowestoft	2	
Don't Know	X	
Other (WRITE IN)	0	

ASK IF WOULDN'T BASE BUSINESS LOCALLY (NOT CODE 1 AT Q6C2)

Q6C3 Why wouldn't you locate your business locally?

PROBE FULLY

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ASK ALL WITH A BUSINESS IDEA (Q6C CODE 1)

Q7 Is your idea for a product or service based upon either your current or a previous employment?

Yes	1
No	2

ASK IF YES

Q7A And how long have you / (did you) worked in this field?

Write in _____

If DK, CODE BELOW

0-1 years	1	
2-3 years	2	
4-5 years	3	
5-9 years	4	
10-19 years	5	
Over 20 years	6	
Don't Know	X	
Other (WRITE IN)	O	

ASK ALL WITH A BUSINESS IDEA (Q6C CODE 1)

Q8 And do you already have a good idea of who your customers would be?
ADD IF NECESSARY: **By this I mean who you would target to use your product or service?**

Yes	1
No	2

ASK ALL THINKERS

Q8A And what sorts of customers would you expect to have, would they be...?
READ OUT. MULTI CODE OK

Customers of a current or a previous employer	1
A current or previous employer themselves	2
New customers with whom you currently have no relationship	3
Other (WRITE IN)	O
DK	X

Q8A1 And would your customers be...?
READ OUT. MULTI CODE OK

Other businesses	1
Non commercial organisations	2
Private individuals	3
Other (WRITE IN)	O
DK	X

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Q8A2 And would your customers be based ...?

READ OUT. MULTI CODE OK

Locally (by this I mean within Waveney and Lowestoft)	1
Regionally	2
Nationally	3
Internationally	4
DK	X

Q8A3 And do you envisage your customer base as being mainly made up of....?

READ OUT. CODE ONE ONLY

One single customer	1
A small number of repeat customers	2
A larger number of less frequent customers	3
A mix of one off and repeat customers	4
A large number of one off customers	5
Other (WRITE IN)	O
DK	X

Q9 And how seriously have you thought about who your suppliers would be? Would you say you...?

READ OUT. SINGLE CODE ONLY

Know exactly who they will be	1
Have a fairly good idea but are not certain	2
Have given it some thought but are not really sure	3
Don't have clear idea	4
DK	X

ASK IF THOUGHT SERIOUSLY (CODE 1 OR 2 AT Q9)

Q9A And would your suppliers be based...?

READ OUT. MULTI CODE OK

Locally (by this I mean within Waveney and Lowestoft)	
Regionally	1
Nationally	2
Internationally	3
DK	X

ASK ALL

Q9A1 And how easy do you think that finding suppliers would be..?

READ OUT. MULTI CODE OK

Very easy	1
Fairly easy	2
Not easy	3
Not at all easy	4
DK	X

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Q9A2 What level of competition do you think a business venture such as yours would encounter?

A lot of competition	1
Some competition	2
Not very much competition	3
No competition	4
DK	X

Q10 And if you were to start your own business, would you say you would be most likely to ...?

READ OUT. SINGLE CODE ONLY

Work on your own	1
Employ other people	2
Be part of a team with no other employees	3
Be part of a team employing other people	4
Other (WRITE IN)	O
DK	X

ASK IF GIVEN SERIOUS THOUGHT TO STARTING A BUSINESS (Q6B1 "1-2")

Q10A And what if anything have you done by way of preparation for [TEXT SUBSTITUTION: this new business venture / becoming self-employed] ?

DO NOT PROMPT. PROBE FULLY: **What else?**

Research	1
Look for equipment	2
Look for premises	3
Organise a start-up team / look for staff	4
Work on business plan	5
Save money	6
Other (SPECIFY)	O
None of the above	8

ASK IF GIVEN SERIOUS THOUGHT TO STARTING A BUSINESS (Q6B1 "1-2"); OTHERS GO TO Q12

Q11 And have you secured any funding yet for this new business?

Yes	1
No	2
DK / Refused	X

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Q11A [TEXT SUBSTITUTION - IF SECURED FUNDING @ Q11: **Which sources of funding have you used?** / IF NOT SECURED FUNDING @ Q11: **If you were to start your own business, which sources of funding would you be most likely to use?**
DO NOT PROMPT, BUT PROBE **anywhere else?** AND CLARIFY WHAT RESPONDENT MEANS.

Bank/building society loan	1
Bank/building society overdraft	2
Own capital/savings	3
Loan from family, friends or colleagues	4
A grant (SPECIFY WHO FROM)	5
Investment from company/venture capitalist	6
Small Firm Loan Guarantee	7
Support from a Business Angel – that is someone who is prepared to invest in companies	8
Other (SPECIFY	9
None of these	10
Don't know	11

Q11b **What was the size of the fund that you** (IF SECURED AT Q11) **secured?** (IF NOT SECURED AT Q11) **were looking to secure?**
READ OUT AS NECESSARY

Up to £1000	1
Up to £5000	2
Up to £15,000	3
Up to £25,000	4
Up to £50,000	5
More than £50,000	6
Other (SPECIFY)	7
Refused	8

ASK ALL THINKERS

Q12 **Which organisations or agencies that offer support to businesses are you aware of?**
DO NOT READ OUT. PROBE FULLY: **Which others?**
MULTI-CODE POSSIBLE.

Q12A **And which organisations or agencies have you accessed for business support since thinking about starting a business / becoming self-employed?**
DO NOT READ OUT. MULTI-CODE POSSIBLE.

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Q12B Which organisations (that offer support to businesses) would you be likely to use in the future ?

READ OUT. MULTI-CODE POSSIBLE.

	Q12	Q12a	Q12b
Enterprise Agency	1	1	1
Dept. of Agriculture	2	2	2
Accountant	3	3	3
Bank	4	4	4
Business link	5	5	5
Trade Association	6	6	6
Prince's Business Trust	7	7	7
New Deal Contractors	8	8	8
Connexions	9	9	9
(DO NOT READ OUT) None of these	10	10	10
Other (specify)	O	O	O
DK	X	X	X

ASK ALL THINKERS

Q13 Realistically, approximately what would you expect your annual turnover to be in your first year of trading before tax?

READ OUT BANDS IF DK

WRITE IN AND CODE _____

Q13A And approximately what would you expect your annual turnover to be in your third year of trading before tax?

READ OUT BANDS IF DK

WRITE IN AND CODE _____

	Q13	Q13A
Nothing / negligible	1	1
Up to £1000	2	2
Up to £5000	3	3
Up to £10,000	4	4
Up to £25,000	5	5
Up to £50,000	6	6
Up to £100,000	7	7
Up to £250,000	8	8
Up to £500,000	9	9
Up to £1m	10	10
Up to £10m	11	11
More than £10m	12	12
Dk	X	X
Refused	V	V

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ASK ALL SERIOUS THINKERS CURRENTLY IN EMPLOYMENT (Q1A CODE 4). OTHERS GO TO Q15

Q14 If and when you start your business, do you think you will continue to work in your current job.....

READ OUT

For a while until your new business starts to take up more of your time ?	1
Or will you give up your current job in order to start the business ?	2
DO NOT READ OUT: Neither of these	3
Other (SPECIFY)	O
Don't Know	X

ASK ALL THINKERS

Q15 Which of the following are potential barriers to starting a business for you personally, if any

READ OUT. ROTATE ORDER OF READING

ASK IF 3 OR MORE MENTIONED AT Q15. OTHERS GO TO Q17

Q16 And which two would you say are the biggest barriers to you starting a business....

READ OUT

	Q15	Q16
Not having an idea for a business	1	1
Not knowing how to start a business	2	2
Not having the necessary skills to start a business	3	3
The hard work involved	4	4
Getting the finance for the business	5	5
IF EMPLOYED AT Q1A /4 Losing the security of your current job	6	6
IF EMPLOYED AT Q1 A/4 Good promotional prospects in your current job	7	7
IF EMPLOYED AT Q1 A/4 Losing the income from your current job	8	8
The chance that your business might fail	9	9
Fear of getting into debt	10	10
The economic climate at the moment	11	11
The complexity of regulations relating to starting a business	12	12
Anything else (SPECIFY)	13	13
None of these	14	14
DK	X	X

Q17 ASK ALL THINKERS

How risky do you think it would be for you to start up a business?

READ OUT

Very risky	1
Quite risky	2
Not very risky	3
Not at all risky	4
Don't Know	X

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Q18 ASK IF VERY OR QUITE RISKY AT Q17 (CODES "1-2"). OTHERS GO TO SECTION 5
Why do you think it will be risky? / In what way was it risky?
 WRITE IN. PROBE: **What other reasons?**

ASK ALL THINKERS
Q19 Have you sought any advice about starting a business?

Yes	1	
No	2	

IF YES AT Q19
Q19A And was this....

Informal advice (from friends or family)	1	
Formal advice (accountant, financial adviser)	2	
Business Link	3	
Don't Know	X	
Other (WRITE IN)	O	

Q19A1 How easy was it for you to find the advice you needed?

Very easy	1	
Easy	2	
Not very easy	3	
Very difficult	4	
Don't Know	X	

Q19A2 How useful was the advice you got?

Very useful	1	
Useful	2	
Not very useful	3	
Not at all useful	4	
Don't Know	X	

THINKERS – GO TO SECTION 5

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SECTION 3: EXPERIENCES OF BUSINESS OWNERS/SELF-EMPLOYED

ASK ALL DOERS

Motivations for Starting a Business

Q20 I'm now going to read out some statements that people like yourself who own or part-own a business, or are self employed, have made about why they chose this particular path. For each statement, I'd like you to tell me whether you agree or disagree that it was a motivation for you personally, at the time you started your business / became self-employed.

So first of all ...

READ OUT EACH STATEMENT IN TURN. ROTATE STATEMENTS.

	Agree strongly	Agree slightly	Neither, nor	Disagree slightly	Disagree Strongly	DK
(1) I wanted to make more money than I was earning before	1	2	3	4	5	X
(2) I wanted the freedom to adopt my own approach to work	1	2	3	4	5	X
(3) I always wanted to be my own boss	1	2	3	4	5	X
(4) I thought I would get more respect working for myself	1	2	3	4	5	X
(5) I was dissatisfied in my previous job	1	2	3	4	5	X
(6) I wanted to challenge myself	1	2	3	4	5	X
(7) I wanted to lead and motivate others	1	2	3	4	5	X
(8) I wanted to be at the forefront of technological ideas	1	2	3	4	5	X
(9) I had been redundant	1	2	3	4	5	X
(10) I had been out of work for a period of time	1	2	3	4	5	X
(11) I wanted to make a lot of money or have a very high income	1	2	3	4	5	X
(12) I wanted to follow the example of someone I admired	1	2	3	4	5	X
(13) I wanted to achieve a better position for myself in society	1	2	3	4	5	X
(14) I wanted to bring something new to my local area	1	2	3	4	5	X
(15) I wanted to contribute to the local economy	1	2	3	4	5	X
(16) I wanted to develop a hobby or some other activity into a commercial enterprise	1	2	3	4	5	X

LOWESTOFT & WAVENEY ENTREPRENEURIAL SURVEY (3671)

Business Skills and Knowledge

Q20A I'm now going to read you another series of statements. This time I'd like you to think back to when you first started your current business and tell me to what extent do you agree or disagree with each of them.

READ OUT EACH STATEMENT IN TURN. ROTATE STATEMENTS.

	Agree strongly	Agree slightly	Neither, nor	Dis-agree slightly	Dis-agree Strongly	DK
(1) I already had experience of starting a business	1	2	3	4	5	X
(2) I already knew how to produce a business plan	1	2	3	4	5	X
(3) I already knew how to obtain business finance	1	2	3	4	5	X
(4) I already knew who I could speak to to get business support	1	2	3	4	5	X
(5) I came from a family with business experience	1	2	3	4	5	X
(6) I already had marketing skills	1	2	3	4	5	X
(7) I already had management skills	1	2	3	4	5	X
(8) I already had accounting skills	1	2	3	4	5	X
(9) I was already good at problem-solving	1	2	3	4	5	X
(10) I have business qualifications	1	2	3	4	5	X
(11) I have had experience of running a business	1	2	3	4	5	X
(12) I am well organised	1	2	3	4	5	X
(13) I have a good network of business contacts	1	2	3	4	5	X
(14) I am good at training and teaching others my skills	1	2	3	4	5	X
(15) I am a good communicator	1	2	3	4	5	X

ASK IF NOT SELF EMPLOYED (CODE 2 or 3 @ Q1A)

Q20A1 Can I just check, how many businesses do you own and/or part-own?

INTERVIEWER NOTE: IF CHAIN OF SHOPS, FACTORIES ETC. = 1 BUSINESS

WRITE IN NUMBER _____

IF PARTNER IN BUSINESS (CODE 3 @ Q1a)

Q20A2 And are any of the partners in your [TEXT SUBSTITUTION if 1 business : 'business' / if >1 business: 'businesses'] ? READ OUT

Your spouse or equivalent (i.e. husband / wife, boyfriend / girlfriend, live-in partner, etc.)	1
Your parent / parents	2
Siblings (brother / sister)	3
Other family members	4
None of the above	5

LOWESTOFT & WAVENEY ENTREPRENEURIAL SURVEY (3671)

ASK IF NOT SELF EMPLOYED (CODE 2 or 3 @ Q1A)

Q20A3 And are you actively involved in managing ... [TEXT SUBSTITUTION if 1 business : **the business** / if >1 business: **(at least) one of the businesses**] ?

Yes	1	
No	2	

IF OWN / PART-OWN ONLY ONE BUSINESS OR ARE SELF-EMPLOYED (From Q20A1 AND Q1A)

Q21 Can I just check, [... what does your (main) business do? / When you say you are self-employed, what do you do?..]

IF OWN / PART-OWN MORE THAN ONE BUSINESS. OTHERS GO TO Q22

Q21A You said earlier that you own or part-own [TEXT SUBSTITUTION: XXX] businesses, can I just check, which is the main business, defined as the one which generates the largest turnover?

INTERVIEWER INSTRUCTION: **What sort of business is it? And how about the other businesses? What sorts of businesses are these?**

PROBE FULLY

WRITE IN DETAILS OF BUSINESS 1
WRITE IN DETAILS OF BUSINESS 2
WRITE IN DETAILS OF BUSINESS 3
WRITE IN DETAILS OF BUSINESS 4
WRITE IN DETAILS OF BUSINESS 5

ASK ALL DOERS

Q22 And [... how long has your main business been trading? / how long have you been self-employed ?]

READ OUT UNTIL RESPONDENT ANSWERS

Up to one year	1
Between one and two years	2
Between two and three years	3
Between three and four years	4
Between four and five years	5
Between five and six years	6
Up to ten years	7
Up to fifteen years	8
Up to twenty years	9
Up to twenty-five years	10
Up to thirty years	11
Thirty years or more	12
Can't remember	X

LOWESTOFT & WAVENEY ENTREPRENEURIAL SURVEY (3671)

IF IN BUSINESS LESS THAN ONE YEAR @ Q22. OTHERS GO TO Q23A

Q22A And can I just check, have you paid yourself – or anyone else – a salary, or any payments in kind, from this new business?

IF YES, PROBE: For how long have you been paying salaries / making payments in kind?

Yes – for more than three months	1
Yes – for three months or less	2
No	3

ASK ALL DOERS

Q23A Can I just check, are you registered for VAT?

Yes	1
No	2
DK	X

23B What the legal status of your main business.... READ OUT

Sole trader	1
Partnership	2
Limited company	3
Public limited company	4
Company limited by guarantee	5
Other (SPECIFY)	0
Don't know	X

Q24 Including yourself (and your business partners), how many people are employed by your main business? Please include everyone who works for the business whether on a full-time or a part-time basis, and regardless of whether or not they receive a salary or wage from the business?

Just yourself	1
2-3	2
4-5	3
6-10	4
11-20	5
21-50	6
51-100	7
101-250	8
251-500	9
501-1000	10
Over 1000	11
Other SPECIFY	0
DK	X

LOWESTOFT & WAVENEY ENTREPRENEURIAL SURVEY (3671)

Q25 How many sites does your business have? These should include the place from where the business is mainly run, and any factories, workshops, offices and branches.
(INTERVIEWER NOTE: SHOULD INCLUDE 'HOME' IF EVER WORK FROM HOME).

One	1
Two	2
Three	3
Four	4
Five	5
Six to ten	6
Eleven to twenty	7
Twenty to fifty	8
More than fifty	9
Other(SPECIFY)	O
DK	X

Q25A And is your business based locally (by this I mean within Waveney and Lowestoft)

Yes	1	
No	2	

ASK IF NO AT Q25A

Q25A1 Why is that?

PROBE FULLY

ASK ALL DOERS

Q26 Approximately what is the annual turnover of your business before tax?
PROMPT IF NECESSARY

WRITE IN AND CODE _____

Nothing / negligible	1
Up to £1000	2
Up to £5000	3
Up to £10,000	4
Up to £25,000	5
Up to £50,000	6
Up to £100,000	7
Up to £250,000	8
Up to £500,000	9
Up to £1m	10
Up to £10m	11
More than £10m	12
Dk	X
Refused	V

LOWESTOFT & WAVENEY ENTREPRENEURIAL SURVEY (3671)

ASK IF ANY ANNUAL TURNOVER AT Q26 (ALL EXCEPT DK or REF) . OTHERS GO TO Q28

Q26A What proportion of this, if any, is accounted for by supplies to customers within your local area (ADD IF NECESSARY by local area I mean within Waveney and Lowestoft)

Q26B What proportion of this, if any, is accounted for by supplies to UK customers outside your local area (ADD IF NECESSARY by local area I mean within Waveney and Lowestoft)

Q27 What proportion of this, if any, is accounted for by exports outside the UK?
PROMPT IF NECESSARY

	Q26A	Q26B	Q27
Nothing	1	1	1
0.1% - 5%	2	2	2
10.1% - 25%	3	3	3
25.1% - 50%	4	4	4
50.1% - 75%	5	5	5
75.1% - 99.9%	6	6	6
100%	7	7	7
Don't know	X	X	X

ASK ALL DOERS

Q27A What level of competition does your business face?

A lot of competition	1
Some competition	2
Not very much competition	3
No competition	4
DK	X

Q28 Are you a member of any of the following organisations....
READ OUT

ASK FOR EACH ORGANISATION RESPONDENT IS A MEMBER OF:

Q28A And how many events organised by [... ORGANISATION ...] would you typically attend in a typical year?

	Q28 Member	Q28a How many attend	
A local Chamber of Commerce?	1	WRITE IN _____	
A Trade Association?	2	WRITE IN _____	
A business network? (SPECIFY WHICH)	4	WRITE IN _____	
Any other organisation (SPECIFY)	5	WRITE IN _____	
No – none	6		
Don't know	X		
Other (WRITE IN)	O	WRITE IN _____	

LOWESTOFT & WAVENEY ENTREPRENEURIAL SURVEY (3671)

ASK ALL

Q29 Which of the following, if any, have you used in the last 12 months for business purposes?
READ OUT

Enterprise Agency	1
Dept. of Agriculture	2
Accountant	3
Bank	4
Business link	5
Trade Association	6
Prince's Business Trust	7
New Deal Contractors	8
Connexions	9
(DO NOT READ OUT) None of these	10
Other (specify)	O
DK	X

ASK ALL WHO OWN A BUSINESS (SELF-EMPLOYED GO TO Q30b)

Q30 How did you come to own your main business. Did you...?
READ OUT. MULTICODE OK

Start it from scratch	1
Buy an existing business you were previously working for / Management Buy Out (MBO)	2
Buy an existing business you were not previously working for	3
Become a partner in a business you were previously working for	4
Become a partner in a business you were not previously working for	5
Take on / inherit a family business	6
Management Buy In (MBI)	7
Other (SPECIFY)	O
DK	X

ASK ALL WHO STARTED FROM SCRATCH (Q30=1). OTHERS GO TO FILTER ABOVE Q30B

Q30A From the time you first thought about the idea for your business, how long was it approximately before you started trading?
READ OUT IF NECESSARY. SINGLECODE

Up to 6 months	1
Up to 12 months	2
Up to 2 years	3
Over 2 years	4
Other (SPECIFY)	O
DK	X

LOWESTOFT & WAVENEY ENTREPRENEURIAL SURVEY (3671)

ASK ALL SELF-EMPLOYED AND THOSE WHO STARTED BUSINESS FROM SCRATCH, OR BOUGHT INTO A BUSINESS THEY WERE NOT PREVIOUSLY WORKING FOR (I.E. FROM Q1A CODE 1 OR Q 30 CODES 1, 3 AND 5)

Q30B [TEXT SUBSTITUTION: IF RUN / PARTNER IN BUSINESS: **And was your idea for a product or service based upon a previous job you had?** IF SELF-EMPLOYED: **And were you previously employed by anyone else in the same sort of field as you are now self-employed in ?**]

Yes	1
No	2
Don't know	X

ASK ALL DOERS

Q31 We're interested to know what plans and ambitions you have for your business in the short to medium term. So, over the next five years or so, do you intend to ...?

	Yes	No	Dk
(1) Take on (more) staff	1	2	X
(2) IF NOT TAKE ON MORE STAFF: Reduce the number of people you have working for you	1	2	X
(3) Increase your sales / turnover	1	2	X
(4) Scale down the level of business you take on	1	2	X
(5) Sell your business	1	2	X
(6) Pass your business on to your family or colleagues	1	2	X
(7) Go back into employment	1	2	X
(8) Expand into new markets	1	2	X

Q32 How much would you say you enjoy owning a business? Do you....
READ OUT

Always enjoy it	1
Enjoy it most of the time	2
Enjoy it sometimes	3
Tend not to enjoy it most of the time	4
Don't know	X

Q33 What personal strengths do you think have helped you to be self-employed?/What personal strengths have helped you to run your business?

WRITE IN. PROBE: Anything else?

NOW GO TO SECTION 5

LOWESTOFT & WAVENEY ENTREPRENEURIAL SURVEY (3671)

SECTION 4: REASONS FOR NOT WANTING TO HAVE A BUSINESS

ASK AVOIDERS ONLY. DOERS GO TO SECTION 5

Q34 Have you ever personally owned or part-owned a business or been self employed in the past ?
PROMPT/READ OUT IF NECESSARY

No – never	1
Yes – in the last year	2
Yes – in the last five years	3
Yes – in the last ten years	4
Yes – in the last twenty years	5
Yes – more than twenty years	6
Other (SPECIFY)	O
DK	V

IF YES AT Q34 (2-6). OTHERS GO TO Q35 FILTER

Q34A How many (other) businesses have you owned or part-owned ? IF NECESSARY: which you do not own or part-own now.

WRITE IN _____

Q34B Was this / were these based locally
ADD IF NECESSARY: By locally I mean within Waveney and Lowestoft

Yes	1
No	2
DK	X

Q34C Why did you stop owning a business / being self employed?

ASK IF Q34 = 1. OTHERS GO TO Q37

Q35 Have you ever considered starting a business or buying into an existing business or becoming self employed?

Yes	1
No	2
DK	X

LOWESTOFT & WAVENEY ENTREPRENEURIAL SURVEY (3671)

ASK IF EVER CONSIDERED STARTING A BUSINESS AT Q35 (CODE "1"). OTHERS GO TO Q37

Q36 What stopped you from starting a business?

WRITE IN. PROBE: **Anything else?**

ASK ALL AVOIDERS

Q37 Which of the following, if any, are potential barriers to you starting a business or becoming self employed now.....

READ OUT. ROTATE ORDER OF READING

ASK IF 3 OR MORE MENTIONED AT Q37. OTHERS GO TO Q38a FILTER

Q37A And which two would you say are the biggest barriers to you starting a business.....

READ OUT AGAIN IF NECESSARY.

	Q37	Q37a
Not having an idea for a business	1	1
Not knowing how to start a business	2	2
Not having the necessary skills to start a business	3	3
The hard work involved	4	4
Getting the finance for the business	5	5
(IF EMPLOYED AT Q1/ A) Losing the security of your current job	6	6
(IF EMPLOYED AT Q1/ A) Good promotional prospects in your current job	7	7
(IF EMPLOYED AT Q1/ A) Losing the income from your current job	8	8
The chance that your business might fail	9	9
Fear of getting into debt	10	10
Not knowing how to get hold of premises, equipment or staff	11	11
The economic climate at the moment	12	12
The complexity of regulations relating to starting a business	13	13
My age	14	14
Bad experiences in the past / past experience	15	15
Any other barrier to starting a business (SPECIFY)	16	16
None of these	17	17
Don't know	X	X

Q38a IF NEVER PERSONALLY OWNED A BUSINESS IN PAST (Q34=1). OTHERS GO TO Q39

Do you believe that you are capable of running your own business or becoming self-employed?

Yes	1
No	2
DK	X

AVOIDERS GO TO SECTION 5

LOWESTOFT & WAVENEY ENTREPRENEURIAL SURVEY (3671)

SECTION 5: ATTITUDES TOWARDS ENTERPRISE

ASK ALL

Q39 I am now going to read out some statements that have been made about enterprise. For each that I read out, please tell me the extent to which you agree or disagree.

READ OUT. FOR EACH, PROBE FOR (DIS) AGREE STRONGLY OR SLIGHTLY

	Agree strongly	Agree slightly	Neither, nor	Dis-agree slightly	Dis-agree Strongly	DK
(a) I would encourage a friend or relative to start a business	1	2	3	4	5	X
(b) It is easy to set up a business in this area	1	2	3	4	5	X
(c) It is just as easy to make a success of a business in this area as elsewhere in the East of England.	1	2	3	4	5	X
(d) I enjoy the challenge of situations that many consider risky	1	2	3	4	5	X
(e) I would describe myself as an imaginative and creative person	1	2	3	4	5	X
(f) When working in groups I prefer that someone else takes the leading role	1	2	3	4	5	X
(g) When I have plans I am almost certain to make them happen	1	2	3	4	5	X
(h) I'm the sort of person who handles uncertainty well	1	2	3	4	5	X

IF CODE 1 OR 5 at ANY OF Q39 STATEMENTS, ASK FOLLOWING PROBE QUESTIONS DEPENDING ON EACH STATEMENT AND WHETHER CODED 1 OR 5 AT Q39.

Q39A

(a) Why would(n't) you encourage a friend to start their own business?	
(b) What is it in the area that makes it easy / difficult to set up a business	
(c) Why do you say it's as easy to set up a business in your area as it is elsewhere in East England / What makes setting up a business elsewhere in East England easier?	
(d) What kind of risks do you enjoy? / Why don't you enjoy the challenge of situations many consider risky?	
(e) In what ways do you feel you are creative or imaginative / Why wouldn't you describe yourself as creative and imaginative?	
(f) What do you (dis)like about taking the leading role?	
(g) When you have plans why is it you feel so confident you can make them happen?/ What stops your plan from happening?	
(h) Why do you think you handle uncertainty well / badly?	

LOWESTOFT & WAVENEY ENTREPRENEURIAL SURVEY (3671)

Q40 [Text substitution **In your current job or any previous employment you may have had, have you ever....]**

	Yes	No	Don't know
(1) asked for a pay rise outside of normal salary or pay review procedures?	1	2	3
(2) suggested new working practices that you believe could make your organisation run more efficiently?	1	2	3
(3) suggested a new product or service idea to offer to customers?	1	2	3

Q41 **Have you ever voluntarily left a job without having another one to go to?**

Yes	1	
No	2	
DK	X	

Q41A **Have you ever taken out a significant loan other than for a house or a car?**

Yes	1	
No	2	
DK	X	

Q42 **I am now going to read out a final series of statements and for each one I'd like you to tell me the extent to which you agree or disagree**

	Agree strongly	Agree slightly	Neither, nor	Dis-agree slightly	Dis-agree Strongly	DK
(a) When new technology comes out on the market, I like to buy it as quickly as I can	1	2	3	4	5	X
(b) I believe that an individual's pay should reflect their performance at work so that if they work well they get more and if they work badly they get less	1	2	3	4	5	X
(c) I prefer to have a fixed amount salary or wage rather than a fixed <i>basic</i> amount with the remainder being dependent on how well I perform, giving me the potential to earn more.	1	2	3	4	5	X

LOWESTOFT & WAVENEY ENTREPRENEURIAL SURVEY (3671)

Q42A [TEXT SUBSTITUTION IF DOER: **Before you started your own business, had] Have any of your family or friends ever owned a business or been self-employed (before) – either now or in the past? IF YES: Who in your family?**
PROMPT/READ OUT IF NECESSARY

No – none	1
Parent	2
Partner / spouse	3
Brother / sister	4
Other relative	5
Friend(s)	6
Other (SPECIFY)	O
DK	X

ASK ONLY DOERS / THINKERS. AVOIDERS GO TO Q44

Q43 **Have you ever personally owned or part-owned a business (TEXT SUBSTITUTION IF DOER: other than the business or businesses you are still currently involved with)?** PROMPT/READ OUT IF NECESSARY. INTERVIEWER NOTE: IF PREVIOUSLY OWNED MORE THAN ONE BUSINESS, REFER TO BUSINESS MOST RECENTLY OWNED

No – never	1
Yes – in the last year	2
Yes – in the last five years	3
Yes – in the last ten years	4
Yes – in the last twenty years	5
Yes – more than twenty years	6
Other (SPECIFY)	O
DK	X

ASK IF EVER OWNED BUSINESS AT Q43 (“2-6”). OTHERS GO TO Q44

Q43A **How many (other) businesses have you owned or part-owned ?**
IF NECESSARY: **which you do not own or part-own now.**

WRITE IN _____

IF MORE THAN 1 @ Q43a. OTHERS GO TO Q44

Q43B **Can I just check, did you own / part-own these businesses at the same time or at different times?**
READ OUT IF NECESSARY i.e. **in sequence or one after the other.**

At the same time	1
At different times	2
Overlapping	3
Other (SPECIFY)	O
DK	X

LOWESTOFT & WAVENEY ENTREPRENEURIAL SURVEY (3671)

ASK ALL

Q44 Have you ever personally invested in somebody else's small business? IF YES: When was the last time you did this? PROMPT/READ OUT IF NECESSARY

No – never	1
Yes – in the last year	2
Yes – in the last five years	3
Yes – in the last ten years	4
Yes – in the last twenty years	5
Yes – more than twenty years	6
Other (SPECIFY)	0
DK	X

ASK IF INVESTED IN SMALL BUSINESS EVER (Q44 “2-6”). OTHERS GO TO Q46

Q44A And how many businesses have you invested in?

WRITE IN: _____

ASK ALL WHO HAVE INVESTED IN THE LAST YEAR (Q44 “2”). OTHERS GO TO Q46

Q45 Approximately how much have you invested in small businesses in the last year? READ OUT

Up to £1000	1
Up to £5000	2
Up to £10,000	3
Up to £50,000	4
Up to £100,000	5
Over £100,000	6
Other (SPECIFY)	7
DK	8

ASK ALL

Q46 Aside from your main activity or activities, are you personally involved in selling any products or services? IF NECESSARY: Such as selling at arts, crafts, car boot sales, second-hand goods, collectors items or activities such as gardening, decorating, plumbing, teaching.

Yes	1
No	2
DK	X

Q47 And can I just check, do you rent or let any property or provide bed and breakfast accommodation?

Yes	1
No	2
Don't know	X

Q48 Are you involved in any of the following, either as an organiser or as a participant or helper? READ OUT. INTERVIEWER NOTE: IF EMPLOYED BY ANY OF THE ORGANISATIONS, CODE “NO”.

	Yes – organiser	Yes – participant / helper	No
(1) A charity	1	2	3
(2) A community group	1	2	3
(3) A voluntary organisation	1	2	3
(4) Any club or society	1	2	3
(5) Political Party	1	2	3

LOWESTOFT & WAVENEY ENTREPRENEURIAL SURVEY (3671)

SECTION 6: DEMOGRAPHICS

ASK ALL

Q49A Can I ask, where you were born ?

In the Waveney and Lowestoft area	1
Elsewhere in Suffolk	2
Elsewhere in east of England	3
Elsewhere in UK	4
Elsewhere	5

IF ELSEWHERE (Q49=Code 5). OTHERS GO TO Q50

Q49A1 And when did you move to Britain
PROBE FOR APPROXIMATE YEAR

1995-2003	1
1990-1994	2
1985-1989	3
1980-1984	4
1970-1979	5
1960-1969	6
1950-1959	7
1940-1949	8
1930-1939	9
Before 1930	10
Refused	V
Don't know	X

ASK ALL

Q50 Is the home where you live.....
READ OUT

Being bought on a mortgage	1
Owned outright	2
Rented from a local authority or housing association	3
Rented privately	4
Other (SPECIFY)	O
DK	X

Q51 Are you the chief wage earner in your household? READ OUT

Yes	1	GO TO ROUTING BEFORE Q53
No	2	ASK Q 52
DK	3	GO TO ROUTING BEFORE Q53

LOWESTOFT & WAVENEY ENTREPRENEURIAL SURVEY (3671)

ASK IF NOT THE CHIEF WAGE EARNER (Q51 "2"). OTHERS GO TO Q53 FILTER

Q52 What is the occupation of the chief income earner in the household?
 PROBE FOR LEVEL OF SENIORITY/ NUMBER OF STAFF RESPONSIBLE FOR/ QUALIFICATIONS ETC.. WRITE IN

ASK ALL IN EMPLOYMENT (Q1A/4) AND ALL WHO ARE RETIRED (Q1A/4). OTHERS GO TO Q55

Q53 TEXT SUBSTITUTION: What is your own occupation?/ What was your previous job?
 PROBE FOR LEVEL OF SENIORITY/ NUMBER OF STAFF RESPONSIBLE FOR/ QUALIFICATIONS ETC.. WRITE IN

ASK ALL IN EMPLOYMENT (Q1A "4")

Q54 Approximately how many employees does the company you work for have at the site where you work?
 READ OUT

1 – 10	1
11 – 20	2
21 – 50	3
51 – 100	4
101 – 250	5
250 – 1000	6
More than 1000	7
Other (SPECIFY)	0
DK	X

ASK ALL

Q55 Are you registered disabled?

Yes	1
No	2
DK	X

Q55A TEXT SUBSTITUTION: IF NO @ Q55 Do you have any disability or health problems which limit your abilities to carry out paid work? (IF YES @ Q55) Does this disability limit your ability to carry out paid work?

Yes	1
No	2
DK	X

LOWESTOFT & WAVENEY ENTREPRENEURIAL SURVEY (3671)

ASK ALL

Q56 What is the highest level of nationally-recognised qualification that you hold?
 READ OUT IF NECESSARY

Higher degree	1
Degree or equivalent	2
A-level or equivalent	3
O / GCSE level or equivalent	4
Other (please specify)	5
Refused	6

ASK ALL

Q57 Are you?
 READ OUT

Married	1
Cohabiting	2
Single (never married)	3
Widowed	4
Divorced	5
Separated	6
Refused	V

Q58 Including yourself, how many people live in your household in total?

One	1
Two	2
Three	3
Four	4
Five	5
Six	6
Refused	V

ASK ALL WITH MORE THAN ONE IN HOUSEHOLD AT Q58 (CODES "2-6").
 OTHERS GO TO Q61

Q59 And how many of these are dependent children aged 16 or younger?

One	1
Two	2
Three	3
Four	4
Five	5
Six	6
None	7
Don't know	X
Refused	V

LOWESTOFT & WAVENEY ENTREPRENEURIAL SURVEY (3671)

ASK ALL WITH CHILDREN AT Q59 ("2-6")

Q60 Who has responsibility for looking after the children during weekday daytimes? MULTICODE OK.

Respondent	1
Partner	2
Mother/father	3
Other family member	4
Child minder/nanny	5
School/nursery	6
No one, they look after themselves	7
Other (SPECIFY)	8
Don't know	9
Refused	10

ASK ALL

Q61 (Apart from children), do you personally have the responsibility of caring for somebody, e.g. an elderly relative?

Yes	1
No	2
DK	X

Q62 How would you describe your ethnic origin?
PROBE AS NECESSARY MULTICODE OK

White European	1
White Other	2
Black – Caribbean	3
Black – African	4
Black – British	5
Black – other	6
Asian – Pakistani	7
Asian – Indian	8
Asian – Bangladeshi	9
Asian – Chinese	10
Asian – British	11
Asian – Other	12
Other (SPECIFY)	O
Refused	V

LOWESTOFT & WAVENEY ENTREPRENEURIAL SURVEY (3671)

ASK THINKERS AND DOERS ONLY. AVOIDERS GO TO CLOSE

Q63 We would be very interested in (IF DOERS) seeing how your business is doing..... (IF THINKERS) finding out about your plans for starting a business.....in the next 12 months or so. Would it be possible to contact you again?

Yes	1
No	2
Depends / maybe	3

ASK ALL WHO SAY "YES" OR "DEPENDS/MAYBE" AT Q63. OTHERS GO TO CLOSE

Q64a Can I just check your name? ASK RESPONDENT TO SPELL IT IF NECESSARY

CLOSE

On behalf of IFF Research, thank you very much for your time.

If you would like to confirm that IFF Research is a bona fide Market Research company, you can call the Market Research society, free of charge, on 0500 39 69 99.

If you have any queries about the research, you can contact Eoin O'Donnell at IFF Research on 0207 250 3035.

Q65 CODE SOCIAL GRADE

AB	1	
C1	2	
C2	3	
D -E	4	
Unsure	5	REFER TO CODING