

General Instructions:

- o Interviewer must read each set of instructions for each part of this questionnaire.
- o Interviewer must record all responses clearly and verbatim where required.
- o Interviewer must avoid paraphrasing or rewording responses.

RECORD FOLLOWING INFORMATION:

Respondent's Name: _____
 Telephone #: _____
 Community: _____
 Postal Code: _____
 Sample ID: _____

INTERVIEWER INSTRUCTION: PLEASE NOTE, IT IS VERY IMPORTANT TO RECORD ALL INFORMATION REQUESTED IN THE PRECEDING "GENERAL INSTRUCTIONS" BOX.

Hello, my name is _____ and I work for Corporate Research Associates, a public opinion research company. We are calling today on behalf of the Atlantic Canada Opportunities Agency, or ACOA. ACOA is conducting a study with Atlantic Canadians 15 to 29 years of age about starting and owning a business. We would like to speak with someone in your household in this age group. Would someone be available at this time to speak with me for a few minutes? **[CONTINUE] IF RESPONDENT ASKS, SAY THE QUESTIONNAIRE TAKES ABOUT 15 MINUTES TO COMPLETE.**

1. Of the languages you understand, which one do you use most often in your everyday life? **DO NOT READ**

- 1 English
- 2 French
- 3 English and French equally
- 9 Other

2. Gender: **(BY OBSERVATION): CODE ONE ONLY**

- 1 Male
- 2 Female

3. May I have your age? **RECORD AGE – DO NOT ACCEPT A RANGE**

RECORD AGE: _____ **CONTINUE IF 15-29, OTHERWISE, THANK AND TERMINATE**
 97 Refused **THANK AND TERMINATE**

4. Do you presently or have you in the past owned your own business or had ownership in a business?
CODE ONE ONLY – PROBE FOR DETAILS

- 1 Yes, now **ARRANGE CALLBACK WITH ENTREPRENEUR SURVEY - RECORD**
- 2 Yes, in the past **ARRANGE CALLBACK WITH ENTREPRENEUR SURVEY - RECORD**
- 3 No **CONTINUE**
- 7 Refused **THANK AND TERMINATE**

CONTINUE IF NON-ENTREPRENEUR RESPONDENT IS AVAILABLE AT THE PRESENT TIME. OTHERWISE, ARRANGE CALLBACK FOR NON-ENTREPRENEUR. DO NOT INTERVIEW MORE THAN ONE PERSON PER

HOUSEHOLD. IF *ENTREPRENEUR* RESPONDENT IS AVAILABLE, RECORD NAME AND TELEPHONE NUMBER, AND ARRANGE CALLBACK WITH CORRECT QUESTIONNAIRE.

5. In which language would you prefer to be interviewed? **CODE ONE ONLY**

- 1 English
- 2 French

Moving along ...

6. All things considered, how likely are you to buy or start your own business in the future? Are you ... :
READ RESPONSES IN ORDER – CODE ONE ONLY

- 1 Very likely **CONTINUE**
- 2 Somewhat likely **CONTINUE**
- 3 Not very likely, or **SKIP TO Q.8**
- 4 Not at all likely **SKIP TO Q.8**
- VOLUNTEERED**
- 8 Don't know/No answer **SKIP TO Q.8**

7. **[ASK IF “VERY LIKELY” OR “SOMEWHAT LIKELY” IN Q.6]** When would you say you are likely to buy or start your own business? Would it be ... : **READ RESPONSES IN ORDER – CODE ONE ONLY**

- 1 Less than one year from now
- 2 One to two years from now
- 3 More than two up to five years from now, or
- 4 More than five years from now
- VOLUNTEERED**
- 7 Not sure
- 8 Don't know/No answer

8. What would you say is the main obstacle you have faced that has prevented you from starting a business? **PROBE:** Anything else? **DO NOT READ RESPONSES - CODE ALL THAT APPLY – RECORD FIRST/SUBSEQUENT MENTIONS SEPARATELY**

- 01 Lack of money/finances/capital
- 02 Lack of time/too busy
- 03 Looking for right business opportunity
- 04 Still in school
- 05 Little demand for product/service
- 06 Still waiting for opportunity
- 07 Fear
- 08 Health reasons
- 09 Need more information
- 10 Need training/education
- 11 Have a job
- 12 State of the economy
- 13 Financial risk too great
- 14 Difficulty identifying markets for products or services
- 15 Difficulty finding qualified employees/staff
- 16 Personal situation (e.g. divorce)
- 17 Government regulations/bureaucracy

- 18 High taxes
- 19 Lack of interest/No desire/Don't want to
- 20 Too young
- 98 Don't know/No answer
- 99 Other (SPECIFY _____)

9. In your opinion, which one of the following six options would most help young people who want to start their own business? Would it be ... :

READ AND ROTATE RESPONSES – CODE ONE ONLY

- 01 Having the guidance of a mentor, that is, a business owner
- 02 Going on a student internship with a business
- 03 Attending courses or seminars about starting a business
- 04 Job shadowing at a business
- 05 Researching business ownership on-line
- 06 Having help identifying a good idea for a business

VOLUNTEERED

- 98 Don't know/No answer
- 99 Other (SPECIFY _____)

10. Do you know the names of any young Atlantic Canadians 15 to 29 years of age who own a business and who we might invite to participate in an ACOA survey of young business owners in the region? **PROBE:** Any others?
RECORD NAMES, TELEPHONE NUMBERS, NAME OF COMPANY, AND COMMUNITY/ADDRESSES – RECORD AS MANY AS OFFERED

- 97 Refused
- 98 Don't know any young business owners
- 96 **SCHEDULE CALLBACK IF NECESSARY AND CONTINUE**

Moving along ...

11. Now I would like to ask you about career choices you have made in the past, or are in the process of making. When you have thought about the career direction you would like to take, have you **[READ RESPONSES IN ORDER]** considered starting your own business?

CODE ONE ONLY

- 1 Very seriously **SKIP TO Q.13**
- 2 Somewhat seriously **SKIP TO Q.13**
- 3 Not very seriously, or **CONTINUE**
- 4 Not at all seriously **CONTINUE**

VOLUNTEERED

- 7 Not yet thought about a career **SKIP TO Q.14**
- 8 Don't know/No answer **SKIP TO Q.14**

12. **[ASK IF “NOT VERY SERIOUSLY” OR “NOT AT ALL SERIOUSLY” IN Q.11]** Why did you **[READ RESPONSE FROM Q.11]** consider starting your own business? **PROBE:** Anything else?
DO NOT READ RESPONSES - CODE AS MANY AS APPLY

- 01 Lack of interest/appeal
- 02 Lack of money to start a business
- 03 No ideas for a business
- 04 Lack of guidance/information **at start-up phase**
- 05 Lack of guidance/information **after start-up**
- 06 Never thought of it
- 07 Owning a business is not a good career
- 08 Time wasn't right **(PROBE FOR DETAILS)**
- 09 Parents/guardians thought it was a bad idea
- 10 Didn't know how to start a business
- 11 Taxes too high
- 12 Financial risk
- 13 Lack of a mentor
- 14 Influence of friends
- 15 Not enough business management skills
- 16 Inexperienced
- 17 Too young
- 98 Don't know/No answer
- 99 Other **(SPECIFY: _____)**

13. **[ASK IF “VERY SERIOUSLY” OR “SOMEWHAT SERIOUSLY” IN Q.11]** Why did you decide to not start your own business? **PROBE:** Any other reasons?
DO NOT READ RESPONSES - CODE AS MANY AS APPLY

- 01 Lost interest/appeal
- 02 Lack of money to start a business
- 03 No ideas for a business
- 04 Lack of guidance/information **at start-up phase**
- 05 Lack of guidance/information **after start-up**
- 06 Parents/guardians thought it was a bad idea
- 07 Owning a business is not a good career
- 08 Time wasn't right **(PROBE FOR DETAILS)**
- 09 Little chance to make a profit
- 10 Financial risk
- 11 Lack of a mentor
- 12 Influence of friends
- 13 Not enough business management skills
- 14 Inexperienced
- 15 Too young
- 16 Taxes too high
- 17 Don't know how to start a business
- 98 Don't know/No answer
- 99 Other **(SPECIFY: _____)**

14. What, if anything, would be the single most appealing thing about owning your own business? **PROBE:** And what else would be appealing? **DO NOT READ RESPONSES – CODE AS MANY AS APPLY – RECORD FIRST/SUBSEQUENT MENTIONS SEPARATELY**

- 01 It would be an income/a job
- 02 Change in lifestyle
- 03 Better lifestyle
- 04 Higher earnings potential/Make lots of money
- 05 Family tradition
- 06 Personal accomplishment
- 07 Fulfil a goal
- 08 Being my own boss/independence
- 09 Fun
- 10 To create jobs
- 11 To contribute to my community
- 12 To provide a product or service
- 13 I'd be able to pay the bills
- 14 Better than being unemployed
- 97 Nothing/Not interested in owning a business
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** _____)

15. I would like you now to think about someone owning and operating a business in **[NAME OF PROVINCE]** today. In your opinion, how likely, if at all, is it that this would be a fulfilling career? Do you think it is **[READ RESPONSES IN ORDER]** that owning and operating a business would be a fulfilling career? **CODE ONE ONLY**

- 1 Very likely
- 2 Somewhat likely
- 3 Not very likely, or
- 4 Not at all likely

VOLUNTEERED

- 8 Don't know/No answer

16. In your opinion, do you think people who own a business **[READ RESPONSES IN ORDER]** as compared to employees who are paid a salary at their jobs? **CODE ONE ONLY**

- 1 Work more hours
- 2 Work fewer hours, or
- 3 Work about the same number of hours

VOLUNTEERED

- 8 Don't know/No answer

17. In general, do you think that people who own a business **[READ RESPONSES IN ORDER]** as compared to employees who are paid a salary at their jobs? **CODE ONE ONLY**

- 1 Have more disposable income
- 2 Have less disposable income, or
- 3 Have about the same amount of disposable income

VOLUNTEERED

- 8 Don't know/No answer

18. In general, do you consider yourself to be a risk taker? **CODE ONE ONLY**

- 1 Yes
- 2 No
- 8 Don't know/No answer

19. And in general, do you consider yourself to have an entrepreneurial or business-oriented outlook on life?
CODE ONE ONLY

- 1 Yes
- 2 No
- 8 Don't know/No answer

Moving on to a few questions about your career choices ...

20. Overall, what person or factor, if any, has been the most influential in terms of guiding your career decisions? **PROBE:**
And what other people or factors have been influential?

DO NOT READ RESPONSES – CODE AS MANY AS APPLY – RECORD FIRST/SUBSEQUENT MENTIONS SEPARATELY

- 01 High school guidance counsellor
- 02 Teachers in high school or in post-secondary studies
- 03 Parents/family members/guardians
- 04 Friend
- 05 Local entrepreneurs or business-people
- 06 Junior Achievement
- 07 National/international business role model
- 08 Personal interest
- 09 Making money
- 10 Family business
- 11 The media
- 12 Job/labour market information
- 13 Availability of jobs
- 14 Continued summer job
- 15 Financial necessity
- 16 Relevant previous experience
- 17 The opportunity to take risks
- 18 Personal challenge
- 19 Opportunities to grow a business
- 20 Want to pursue a dream
- 21 Family tradition
- 97 Haven't yet made any career decisions
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** _____)

21. Now I would like to ask a few more questions about specific people or factors that may be influential in your career decisions. Overall, how important would you say **[READ AND ROTATE STATEMENTS]** [has been/have been] in influencing your career decisions to date? Would you say...:

CODE ONE ONLY PER STATEMENT – SKIP TO Q.22a IF RESPONDENT SAYS “HAVEN’T YET MADE ... ” TO FIRST STATEMENT IN ROTATION

a. Your high school guidance counsellor

- 1 Very important
- 2 Somewhat important
- 3 Not very important, or
- 4 Not at all important

VOLUNTEERED

- 7 Haven't yet made any career decisions
- 8 Don't know/No answer

b. Your teachers in high school and in any post-secondary studies you have taken

- 1 Very important
- 2 Somewhat important
- 3 Not very important, or
- 4 Not at all important

VOLUNTEERED

- 7 Haven't yet made any career decisions
- 8 Don't know/No answer

c. Your parents/family members/guardians

- 1 Very important
- 2 Somewhat important
- 3 Not very important, or
- 4 Not at all important

VOLUNTEERED

- 7 Haven't yet made any career decisions
- 8 Don't know/No answer

d. Your friends

- 1 Very important
- 2 Somewhat important
- 3 Not very important, or
- 4 Not at all important

VOLUNTEERED

- 7 Haven't yet made any career decisions
- 8 Don't know/No answer

e. The media

- 1 Very important
- 2 Somewhat important
- 3 Not very important, or
- 4 Not at all important

VOLUNTEERED

- 7 Haven't yet made any career decisions
- 8 Don't know/No answer

f. Labour market information resources

- 1 Very important
- 2 Somewhat important
- 3 Not very important, or
- 4 Not at all important

VOLUNTEERED

- 7 Haven't yet made any career decisions
- 8 Don't know/No answer

g. Local entrepreneurs or business-people

- 1 Very important
- 2 Somewhat important
- 3 Not very important, or
- 4 Not at all important

VOLUNTEERED

- 7 Haven't yet made any career decisions
- 8 Don't know/No answer

h. Promotional materials and events such as pamphlets, career fairs, etc. that advertise career options

- 1 Very important
- 2 Somewhat important
- 3 Not very important, or
- 4 Not at all important

VOLUNTEERED

- 7 Haven't yet made any career decisions
- 8 Don't know/No answer

i. Government programmes and information designed to help young people choose a career

- 1 Very important
- 2 Somewhat important
- 3 Not very important, or
- 4 Not at all important

VOLUNTEERED

- 7 Haven't yet made any career decisions
- 8 Don't know/No answer

Moving along...

22a. What is the highest level of education you have completed? **DO NOT READ RESPONSES – CODE ONE ONLY**

- 01 Elementary school (Grades 1-8)
- 02 Some high school
- 03 Graduated high school/vocational

- 04 Some community/tech. college
- 05 Graduated community/tech. College
- 06 Some university
- 07 Graduated university
- 08 Post-graduate training/degree
- 09 Trade school
- 97 Refused
- 99 Other (**SPECIFY:**_____)

22b. Are you currently attending an educational institution, either full-time or part-time?
CODE ONE ONLY – PROBE FOR SPECIFICS

- 1 Yes, full-time
- 2 Yes, part-time
- 3 No
- 8 Don't know/No answer

23. **[ASK IF “YES, FULL-TIME” OR “YES, PART-TIME” IN Q.22b, DO NOT ASK Q.23a OR Q.23b IF CODES 04-08 CODED IN Q.22a]** Which, if any, of the following do you currently attend?
READ STATEMENTS IN ORDER – CODE ONE ONLY PER STATEMENT

- a. Junior high
- b. High school
- c. Undergraduate university programme
- d. Graduate university programme
- e. Community college
- f. Private college
- g. Trade school
- h. Other (**SPECIFY:**_____)

- 1 Yes
- 2 No
- 8 Don't know/No answer

24a. From what you may know from your own experience and from what you may have heard from others about the high school system, how much, if any, emphasis would you say the high school system in **[NAME OF PROVINCE]** places on teaching students about starting and running a business? Would you say the high school system places **[READ RESPONSES IN ORDER]** on teaching students about starting and running a business? **CODE ONE ONLY – TELL RESPONDENT, IF NECESSARY, THIS QUESTION REFERS ONLY TO THE HIGH SCHOOL SYSTEM.**

- 1 A great deal of emphasis
 - 2 Some emphasis
 - 3 Not very much emphasis, or
 - 4 No emphasis at all
- VOLUNTEERED**
- 8 Don't know/No answer

24b. And from what you may know from your own experience and from what you may have heard from others about the high school system, how good a job would you say the high school system in **[NAME OF PROVINCE]** does in teaching students about starting and running a business? Would you say the high school system does an **[READ RESPONSES**

IN ORDER] job of teaching students about starting and running a business? CODE ONE ONLY – TELL RESPONDENT, IF NECESSARY, THIS QUESTION REFERS ONLY TO THE HIGH SCHOOL SYSTEM.

- 1 Excellent
- 2 Very good
- 3 Only fair, or
- 4 A poor

VOLUNTEERED

- 8 Don't know/No answer

25a. **[ASK IF CODES 04 OR 05 IN Q.22a AND/OR “YES” (CODE 1) IN Q.23e OR Q.23f]** From what you may know from your own experience and from what you may have heard from others about the college system, how much, if any, emphasis would you say the college system in **[NAME OF PROVINCE]** places on teaching students about starting and running a business? Would you say the college system places **[READ RESPONSES IN ORDER]** on teaching students about starting and running a business? **CODE ONE ONLY – TELL RESPONDENT, IF NECESSARY, THIS QUESTION REFERS ONLY TO THE COLLEGE SYSTEM.**

- 1 A great deal of emphasis
- 2 Some emphasis
- 3 Not very much emphasis, or
- 4 No emphasis at all

VOLUNTEERED

- 8 Don't know/No answer

25b. **[ASK IF CODES 04 OR 05 IN Q.22a AND/OR “YES” (CODE 1) IN Q.23e OR Q.23f]** And from what you may know from your own experience and from what you may have heard from others about the college system, how good a job would you say the college system in **[NAME OF PROVINCE]** does in teaching students about starting and running a business? Would you say the college system does an **[READ RESPONSES IN ORDER]** job of teaching students about starting and running a business? **CODE ONE ONLY – TELL RESPONDENT, IF NECESSARY, THIS QUESTION REFERS ONLY TO THE COLLEGE SYSTEM.**

- 1 Excellent
- 2 Very good
- 3 Only fair, or
- 4 A poor

VOLUNTEERED

- 8 Don't know/No answer

26a. **[ASK IF CODES 06, 07, OR 08 IN Q.22a AND/OR “YES” (CODE 1) IN Q.23c OR Q.23d]** From what you may know from your own experience and from what you may have heard from others about the university system, how much, if any, emphasis would you say the university system in **[NAME OF PROVINCE]** places on teaching students about starting and running a business? Would you say the university system places **[READ RESPONSES IN ORDER]** on teaching students about starting and running a business? **CODE ONE ONLY – TELL RESPONDENT, IF NECESSARY, THIS QUESTION REFERS ONLY TO THE UNIVERSITY SYSTEM.**

- 1 A great deal of emphasis
- 2 Some emphasis
- 3 Not very much emphasis, or
- 4 No emphasis at all

VOLUNTEERED

- 8 Don't know/No answer

26b. **[ASK IF CODES 06, 07, OR 08 IN Q.22a AND/OR “YES” (CODE 1) IN Q.23c OR Q.23d]** From what you may know from your own experience and from what you may have heard from others about the university system, how good a job would you say the university system in **[NAME OF PROVINCE]** does in teaching students about starting and running a business? Would you say the university system does an **[READ RESPONSES IN ORDER]** job of teaching students about starting and running a business? **CODE ONE ONLY – TELL RESPONDENT, IF NECESSARY, THIS QUESTION REFERS ONLY TO THE UNIVERSITY SYSTEM.**

- 1 Excellent
- 2 Very good
- 3 Only fair, or

4 A poor

VOLUNTEERED

8 Don't know/No answer

27. **[ASK IF CODE 04, 05, 06, 07, 08, OR 09 IN Q.22a, AND/OR IF "YES" IN c, d, e, f, or g IN Q.23]** What did you or are you studying in college, university, or trade school? **PROBE:** Any other areas? **RECORD VERBATIM – PROBE FOR ALL POST-SECONDARY STUDIES TAKEN CURRENTLY OR IN THE PAST**
-
-

97 Refused

28. [Did/Does] your high school offer courses that discuss(ed) starting your own business? **CODE ONE ONLY**

1 Yes **CONTINUE**
2 No **SKIP TO Q.31**
8 Don't know/No answer **SKIP TO Q.31**

29. In your high school, [did/do] you take any courses that discuss(ed) starting your own business? **CODE ONE ONLY**

1 Yes **CONTINUE**
2 No **SKIP TO Q.31**
8 Don't know/No answer **SKIP TO Q.31**

30. In general, would you say the courses you [took/are taking] in high school that discuss(ed) starting your own business [were/are] ... : **READ RESPONSES IN ORDER - CODE ONE ONLY**

1 Excellent
2 Very good
3 Only fair, or
4 Poor

VOLUNTEERED

8 Don't know/No answer

31. **[ASK IF CODE 04, 05, 06, 07, 08, OR 09 IN Q.22a, AND/OR IF c, d, e, f, or g IN Q.23]** [Did/Do] any or all of the educational institution(s) you attended or are attending after high school offer courses that discussed starting your own business? **CODE ONE ONLY**

1 Yes **CONTINUE**
2 No **SKIP TO Q.34**
8 Don't know/No answer **SKIP TO Q.34**

32. [Did/Are] you [take/taking] any of these courses that discuss(ed) starting your own business? **CODE ONE ONLY**

1 Yes **CONTINUE**
2 No **SKIP TO Q.34**
8 Don't know/No answer **SKIP TO Q.34**

33. In general, would you say the courses you [took/are taking] after high school that discuss(ed) starting your own business [were/are] ...: **READ RESPONSES IN ORDER - CODE ONE ONLY**

1 Excellent
2 Very good

- 3 Only fair, or
 - 4 Poor
- VOLUNTEERED**
- 8 Don't know/No answer

Moving along ...

34. To the best of your knowledge, where would be the best places to turn for assistance if you wanted to know more about how to start your own business? **PROBE:** Anywhere else?
DO NOT READ RESPONSES – CODE AS MANY AS APPLY – PROBE FOR SPECIFICS

- 01 Friends
- 02 Federal government (**PROBE FOR DETAILS**)
- 03 Provincial government (**PROBE FOR DETAILS**)
- 04 Local/Municipal government (**PROBE FOR DETAILS**)
- 05 School/University/Community College teachers
- 06 Guidance counsellor
- 07 Parents/Guardians/Relatives
- 08 Internet
- 09 Business person/Entrepreneur
- 10 1-800 career/business line
- 11 The library
- 12 Newspapers/magazines
- 13 Development agencies
- 14 Chambers of Commerce/Boards of Trade
- 15 Banks/financial institutions
- 16 Radio
- 17 Junior Achievement
- 18 ACOA
- 19 Y-Enterprise
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** _____)

35. And to the best of your knowledge, which **organizations** provide **financial** support to young people who want to start a business? **PROBE:** Any others? **DO NOT READ RESPONSES - CODE AS MANY AS APPLY**

- 01 Atlantic Canada Opportunities Agency/ACOA
- 02 Federal government (**PROBE FOR DETAILS**)
- 03 Provincial government (**PROBE FOR DETAILS**)
- 04 Banks/Trust companies/Credit unions/Financial institutions
- 05 Federal Business Development Bank
- 06 Community Business Development Corporations
- 07 Y-Enterprise
- 97 There are none available
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** _____)

36. And to the best of your knowledge, what **financial assistance programmes**, if any, are available to young people who wish to start their own business? **PROBE:** Any others?

DO NOT READ LIST – CODE AS MANY AS APPLY – PROBE FOR DETAILS CONCERNING NAME AND SOURCE OF ASSISTANCE

- 01 Federal government funding (**PROBE FOR SPECIFICS**)
- 02 University business centres
- 03 Young Entrepreneurs ConneXion Program/Seed Capital
- 04 ACOA's Business Development Program assistance
- 05 Business Development Bank of Canada programmes
- 06 ACOA programmes (**PROBE FOR SPECIFICS**)
- 07 Canada Business Service Centre programmes
- 08 Community Business Development Corporation programmes
- 09 Centre for Entrepreneurship Education and Development (CEED) programmes
- 10 Regional Economic Development Commission programmes
- 11 Regional Development Authority/Agency (RDA) programmes
- 12 Regional Economic Development Zonal Board programmes
- 13 Community Economic Development Corporation programmes
- 14 Human Resources Development Canada (HRDC) programmes
- 15 Friends
- 16 Family
- 17 Venture capital sources
- 18 Loans from banks/financial institutions
- 19 Business Loan Program
- 20 Self-Employment Benefits (SEB) Program
- 21 Bridge Financing
- 22 Provincial government funding (**PROBE FOR SPECIFICS**)
- 97 There are none available
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** _____)

37. **[DO NOT ASK IF "THERE ARE NONE AVAILABLE" AND/OR "DON'T KNOW/NO ANSWER" IN BOTH Q.35 AND Q.36]** Where did you find out about the financial assistance available to young people? **PROBE:** Anywhere else?

DO NOT READ RESPONSES – CODE AS MANY AS APPLY

- 01 Friends
- 02 Television/TV
- 03 School/University/Community college
- 04 Guidance counsellor
- 05 Parents/Guardians/Relatives
- 06 Radio
- 07 Poster/Billboard
- 08 Brochure
- 09 Internet
- 10 Business person/Entrepreneur
- 11 1-800 career/business line
- 12 Newspapers/magazines
- 13 Development agencies
- 14 Government (**PROBE FOR DETAILS**)
- 15 Chambers of Commerce/Boards of Trade
- 16 Banks/financial institutions
- 98 Don't know/No answer

99 Other (SPECIFY: _____)

38. **[ASK IF “YOUNG ENTREPRENEURS CONNEXION PROGRAM/SEED CAPITAL” [CODE 03] NOT MENTIONED IN Q.36]** Have you ever heard of the Young Entrepreneurs ConneXion Program, sometimes referred to as the Seed Capital program? **CODE ONE ONLY**
- 1 Yes, have heard of it
 - 2 No, have never heard of it
 - 8 Don't know/No answer
39. And to the best of your knowledge, what **types or what kind** of **non-financial government assistance** are available to young people who wish to start their own business? **PROBE:** Any others?
DO NOT READ LIST – CODE AS MANY AS APPLY
- 01 Help with business plans
 - 02 Mentoring programmes
 - 03 Business counselling (**PROBE**)
 - 97 None available
 - 98 Don't know/No answer
 - 99 Other (**SPECIFY:** _____)
40. To the best of your knowledge, what are the **names** of **non-financial government assistance programmes** available to young people who wish to start their own business? **PROBE:** Any others? **DO NOT READ LIST – CODE AS MANY AS APPLY– PROBE FOR DETAILS CONCERNING NAME AND SOURCE OF ASSISTANCE**
- 01 Government (**PROBE FOR SPECIFICS**)
 - 02 Adventure into Business Camp
 - 03 The Best Lemonade Stand
 - 04 Break into Business Camp
 - 05 DEAL/Developing Entrepreneurship through Adult Literacy
 - 06 Open for Business
 - 07 Entrepreneurship: A Way of Life
 - 08 ESP: Entrepreneurial Skills Program
 - 09 Finding Purpose, Finding Power (FP2)
 - 10 Future Quest
 - 11 Leading Edge II
 - 12 Pathways to Enterprise
 - 13 Second Chance
 - 14 Venturing through an Integrated Curriculum
 - 15 Young Entrepreneurs Going Places Conference
 - 16 Youth Employment Resources Guide
 - 17 Business Development Program assistance
 - 18 Business Development Bank of Canada programmes
 - 19 ACOA programmes (**PROBE FOR SPECIFICS**)
 - 20 Canada Business Service Centre programmes
 - 21 Community Business Development Corporation programmes
 - 22 Centre for Entrepreneurship Education and Development (CEED) programmes
 - 23 Regional Economic Development Commission programmes
 - 24 Regional Development Authority/Agency (RDA) programmes
 - 25 Regional Economic Development Zonal Board programmes
 - 26 Community Economic Development Corporation programmes
 - 27 Atlantic Colleges Committee for Entrepreneurial Development (ACCED)
 - 97 There are none available
 - 98 Don't know/No answer

99 Other (**SPECIFY:** _____)

41. Now on a related topic, do you think government should pay particular attention to helping young people, that is, people under the age of 30, become business owners? **CODE ONE ONLY**

- 1 Yes
- 2 No
- 8 Don't know/No answer

42. Which one of the following five actions do you think is the most important action the government should take to help young people become business owners? Should it be ... : **READ AND ROTATE RESPONSES – CODE ONE ONLY**

- 01 Providing financial assistance
- 02 Providing business counselling and information
- 03 Promoting business ownership as a career
- 04 Providing business skills training
- 05 Providing courses about business ownership in the education system

VOLUNTEERED

- 95 All equally
- 96 None of the above
- 97 Two equally (**PROBE FOR SPECIFICS:** _____)
- 98 Don't know/No answer
- 99 Other (**SPECIFY:**_____)

43. All things considered, from what you may know or have heard, how good a job would you say the government does in assisting young people who want to start their own business? Would you say the government does an **[READ RESPONSES IN ORDER]** job of assisting young people? **CODE ONE ONLY**

- 1 Excellent
- 2 Very good
- 3 Only fair, or
- 4 A poor

VOLUNTEERED

- 8 Don't know/No answer

Moving along to another topic ...

Q.44 is deleted.

45. Which one of the following two statements comes closer to your own thinking? Would you say that ... : **READ AND ROTATE STATEMENTS - CODE ONE ONLY**

- 1 To succeed in owning a business in Atlantic Canada, it is important that the business be located in a large city in the region

OR

- 2 An Atlantic Canadian business does not have to be located in a large city in order to succeed

VOLUNTEERED

- 8 Don't know/No answer

46. And which one of the following two statements comes closer to your own thinking? Would you say that ... : **READ AND ROTATE STATEMENTS - CODE ONE ONLY**

- 1 A young person does not have to leave Atlantic Canada in order to operate a successful business

OR

2 For a young person to operate a successful business, it is usually necessary to leave Atlantic Canada

VOLUNTEERED

8 Don't know/No answer

Moving along to a few questions on a different topic ...

47. Which one of the following two statements comes closer to your own thinking?

READ AND ROTATE STATEMENTS - CODE ONE ONLY

1 All things considered, operating a business and protecting the environment are not compatible

OR

2 It is possible to operate a business without harming the environment

VOLUNTEERED

8 Don't know/No answer

48. Do you **[READ RESPONSES IN ORDER]** that it is acceptable for companies to place business interests ahead of environmental concerns, in order to succeed against the business competition? **CODE ONE ONLY**

1 Completely agree

2 Mostly agree

3 Mostly disagree, or

4 Completely disagree

VOLUNTEERED

8 Don't know/No answer

And finally, just a few questions to help us classify the information. All answers provided will be kept strictly confidential.

49. Do either of your [parents/guardians] now own their own business, or did they own a business in the past?

CODE ONE ONLY

1 Yes

2 No

8 Don't know/No answer

50. What is your current employment status? Are you currently ... :

READ RESPONSES IN ORDER - CODE ONE ONLY

1 Employed full-time, that is, at least 30 hours per week

2 Employed part-time, that is, less than 30 hours per week

3 Not employed, but actively looking for full-time work

4 Not employed, but actively looking for part-time work, or

5 Not actively looking for work

VOLUNTEERED

7 Refused

51. **[ASK IF EMPLOYED FULL-TIME OR PART-TIME IN Q.50]** All things considered, how satisfied, if at all, are you with your current employment? Would you say you are ... : **READ RESPONSES IN ORDER - CODE ONE ONLY**

1 Completely satisfied

2 Mostly satisfied

3 Mostly dissatisfied, or

4 Completely dissatisfied

VOLUNTEERED

8 Don't know/No answer

52. Do you currently have access to a personal computer that connects on-line to the Internet? **CODE ONE ONLY**
- 1 Yes
 - 2 No
 - 8 Don't know/No answer

53. On average, would you say you spend **[READ RESPONSES IN ORDER]** each week **[READ AND ROTATE STATEMENTS]**? **CODE ONE ONLY PER STATEMENT**

- a. Surfing the web/Internet
- b. Reading daily newspapers
- c. Reading weekly newspapers
- d. Watching television
- e. Listening to the radio
- f. Reading books
- g. Talking with friends
- h. Reading magazines
- i. Reading Internet guides

- 1 A lot of time
- 2 Some time
- 3 Not very much time, or
- 4 No time

VOLUNTEERED

- 8 Don't know/No answer

54. **[DO NOT ASK IF "NO TIME" OR "DON'T KNOW/NO ANSWER" IN Q.53a]** What are your favourite websites? **PROBE:** Any others? **RECORD VERBATIM - CODE AS MANY AS APPLY**

- 97 None
- 98 Don't know/No answer

55. **[DO NOT ASK IF "NO TIME" OR "DON'T KNOW/NO ANSWER" IN Q.53d]** And what are your favourite television shows? **PROBE:** Any others? **RECORD VERBATIM - CODE AS MANY AS APPLY**

- 97 None
- 98 Don't know/No answer

56. **[DO NOT ASK IF “NO TIME” OR “DON’T KNOW/NO ANSWER” IN Q.53e]** And what types of music or programmes do you usually listen to on the radio? **PROBE:** And what other types of music or programming do you listen to on the radio? **DO NOT READ RESPONSES - CODE AS MANY AS APPLY**

- 01 Music (**PROBE FOR TYPES**)
- 02 Rap/Hip-Hop music
- 03 Rock music
- 04 Alternative music
- 05 Country music
- 06 Modern rock
- 07 House
- 08 Classic rock
- 09 Adult rock
- 10 Easy listening
- 11 Classical music
- 12 Talk radio
- 13 Jazz
- 14 Folk
- 15 News
- 97 None
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** _____)

57. Are you currently ... : **READ RESPONSES IN ORDER – CODE ONE ONLY**

- 1 Married or living as married
- 2 Single, or
- 3 Divorced or widowed

VOLUNTEERED

- 7 Refused

58. To the best of your knowledge, which of the following categories best describes your own gross personal income before taxes in 2000? Would it be... : **READ RESPONSES IN ORDER – CODE ONE ONLY**

- 1 Under \$5,000
- 2 Between \$5,000 and \$9,999
- 3 Between \$10,000 and \$19,999
- 4 Between \$20,000 and \$34,999
- 5 Between \$35,000 and \$49,999, or
- 6 \$50,000 or more

VOLUNTEERED

- 7 Refused
- 8 Don't know/No answer

THANK YOU FOR YOUR ASSISTANCE AND COOPERATION.

Interviewer Certification: I hereby certify that this survey was conducted in the manner in which it was intended and understand that a portion of completed interviews will be verified by a field supervisor.

Interviewer's Signature: _____ Date: _____

