Follow-Up Survey: Estimating Demand for Entrepreneurship Programs in Jamaica

July 2018

Content

Symbols and abbreviations:

- UA = unique / single answer only
- MA = multiple answer allowed
- OA = open / un-coded answer
- rec = recording weight (e.g. "rec50" means that response is recorded in 50% of interviews)

Interviewer and programmer instructions:

Instructions to interviewers are shown in grey font and brackets as follows *[» I:]*. Instructions to programmers *[» P:]* are only shown when they are relevant for the comprehension of the survey (such as instructions that complete sentences which are read by the interviewer or that explain the meaning of additional variables in the data set).

Data Capture

Code	Question
d1q1 OA rec0	Please enter the respondent ID to access the questionnaire. *[» I: Insert the five (5) digit respondent ID given; »]* _____
d1q2 UA rec0	Please select the number of attempts that have been made so far to contact the respondent before this call. *[» I: Include all calls, both to the respondent or to any other number dialled to obtain the contacts of the respondent; »]* • 0 (this is the first attempt) • 1 (this is the second attempt) • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9
d1q3 UA rec0	Please select the phone number you are calling to *[» P: Insert the phone numbers from the master list]* • Main Phone Number (1) • Alternative Phone Number (2) • Phone Number of Other Contact (3) • Phone Number provided by Contact (4)
d1q4 UA rec0	Please enter the starting time and date of the call d1q4_a Time of the call *[» I: enter four digits in a 24hs format, from 00:00 to 23:59 »]* d1q4_a Day of the call *[» I: enter two digits, from 01 to 31 »]* d1q4_c Month of the call *[» I: enter two digits: 07, 08, 09, 10, 11 or 12 »]*
d1q5 UA rec0	*[» I: Select the call result.]* *[» P: Make sure all call attempts are recorded.]* • Respondent found and ready for the interview (1) • Respondent asks to call back later (2) **(Go to m6q3)** • Line busy or no answer or voicemail (3) (**Go to m6q3)** • Wrong number (4) **(Go to m6q3)** • Respondent refuses to talk (5) **(Go to m6q3)** • Other (please specify) (6) **(Go to m6q3)**

Module 1: Introduction

Good morning/afternoon Mr./Ms. *[» P: Insert respondent FirstName and LastName for ID shown in database]*. My name is *[» P: Insert interviewer name for username used to login in the survey application]*, I am an affiliate of DMR Insights and would like to conduct an interview on behalf of the program developed by researchers from Bocconi University, in Italy, The World Bank and the Inter-American Development Bank Group. This program aims at improving business-training courses for entrepreneurs like you. As the training application form you completed some time ago specified, we would like to talk to you in order to understand how you have been progressing.

It will only be a 15-20-minute phone interview, and if you complete it, we will reward you with a JM $1,000 mobile top-up, plus a ticket for a lottery where you can win an I-phone 8. Moreover, your answers will be of great help to understand the needs of entrepreneurs like you in Jamaica, as they have great economic significance for the country's economic and social progress.

The questions we will ask you are about your business. You have the right to refuse to participate or to stop participating at any point in the interview. All information you provide will be kept strictly confidential. Researchers will use it to conduct statistical analysis and learn more about entrepreneurs like you in Jamaica, but will never publish your name or information about you or your business.

If you have any question about this project, please feel free to send us an email to *[» P: Insert DMR's contact's email]*

Code	Question
m1q1 UA rec100	According to our records, your first name and last name are *[» P: Show first and last name from master file]*. Could you confirm it is correct? • Yes, it is correct (1) • No, but it is approximately correct (only grammatical errors or small differences) (2) • No, that is not my name. (3) **(Go to m8q7)**
m1q2 UA rec100	Do you agree to participate in this survey? • Yes (1)　　　**(Go to m2q1)** • No (2)　　　**(Go to m1q3)**
m1q3 OA Rec100	Can you tell me why you said No? _____

m1q4 UA Rec100	Would you be willing to complete the survey online at your own pace instead of on the phone with me? In this way, you will still be compensated with the phone credit and the lottery ticket for the I-phone. • Yes (1) *[» I: Confirm the email of participant (or ask for it if not in the master list) and send the survey by email to participant].* **(Go to m6q3)** • No (2) **(Go to m1q5)**
m1q5 UA Rec50	Can I just ask you two questions: first, do you still own a business or recently closed one? • Yes, I still own a business (1) **(Go to m1q6)** • Yes, I recently closed one (2) **(Go to m1q6)** • No, I do not own a business (3) **(Go to m6q3)**
m1q6 OA rec100	Last question: Can you give an estimate of the sales/revenues that you made last month with this business? I would like you to think about the last full month, the month of *[» P: Show last full month. If interview is being conducted in September, the last full month would be August]*. *[» I: Ask for an exact estimate and write in the "best estimate" box. If the respondent gives a range (e.g. 10 to 20 thousand), ask the respondent for an exact estimate within that range. Enter numeric values only, including all digits.*

	m1q6 Sales last full month in J$ *[» I: If no sales, write "0", if does not know write "-1"]*
Best estimate	

• Thank you for your answers. Best of luck with your business! **(Go to m6q3)**

Module 2: Business

Status

Code	Question
m2q1 UA rec50	Are you self-employed in your own business as a primary or secondary economic activity? That is, do you currently own or manage a business? • Yes (1) **(Go to m2q5)** • No (2)
m2q2 UA rec30	In the last six months, have you stopped working for your own business? • Yes (1) • No (2) **(Go to m2q4_a)**
m2q3 UA rec10	What is the main reason why you no longer work for your own business? *[» I: If respondent lists many reasons, ask for the main one. Select option based on participant`s answer, don't read options.]* • The company was unprofitable (1) • I wanted to invest in a new company instead (2) • I found a salaried job opportunity (3) • I had family obligations (child, sick relative, death in the family, etc.) (4) • I retired/moved/travelled (5) • I sold the company (6) • I passed the company on to a family member (7) • I was sick (8) • Other (please specify) (94)
m2q4_a UA rec10	Can you describe what you do at present for work? *[» I: If respondent lists many work functions, ask for the main one in which he/she spends most of the time. Select option based on participant`s answer, don't read options.]* • Paid employee in the public sector (1) • Paid employee in the private sector (2) • Head of a company (3) • Unpaid worker in a family business / farm or another company (4) • Not working, searching for a salaried position (5) • Not working, not looking for work (6) • Temporary or seasonal worker (7) • Student, apprentice (8) • Retired (9) • Other (please specify) (94)
m2q4_b OA rec30	Can you please tell us your best estimate for your total income in Jamaican dollars for the last full month? I would like you to think about the last full month, the month of *[» P: Show last full month. If interview is being conducted in September, the last full month would be*

August].

[» I: Ask for an exact estimate and write in the "best estimate" box. However, if the respondent gives a range, ask the respondent for an exact estimate within that range, which you should write in the "best estimate" box.]

	Sales/Income for Last full month *[» I: if no income, write "0", if does not know, write "-1"]*
Best estimate	

(Go to Module 3)

Working hours and employees

Code	Question
m2q5 OA rec10	I would like to ask you how much of your personal time you dedicate to the business in a typical week. Include the time you spend purchasing merchandise or materials, doing production, serving or waiting for customers, or other activities of the company. How many hours per week you work on your business in a typical week? Hours worked in a typical week *[» I: Write number from 0 to 140 (maximum is 20 hours per day for 7 days=140 hours)]*
m2q6 UA rec30	Did you have any paid or unpaid employees working for your company in the last full month (not including yourself)? Please include family members, temporary workers, apprentices, managers and other owners who work for the company. When I say "the last full month", I mean the month of *[» P: Show last full month. If interview is being conducted in September, the last full month would be August].* • Yes (1) • No (2) **(Go to m2q9)**
m2q7 OA rec30	In the last full month, how many paid employees did your business employ (not including yourself)? Include both full and part time PAID employees. *[» I: Write 0, if no paid employees.]*
m2q8 OA rec30	In the last full month, how many unpaid employees (include apprentices, family members, etc.) did your business employ (not including yourself)? Include both full and part time UNPAID employees *[» I: Write 0, if no unpaid employees.]*
m2q9	So, in total you had *[» P: Show the sum of responses to questions m2q7 and m2q8]*

| UA rec30 | employees. Is this correct?
• Yes (1)
• No (2)   **(Return to m2q7)** |

Business figures

Code	Question
m2q10 OA rec100	Could you please give us your best estimate for the value of revenues/sales in your business from all sources (in Jamaican dollars) in the last full month and in the best month among the last 6 months? *[» I: Ask for an exact estimate and write in the "best estimate" box. if the respondent gives a range, ask the respondent for an exact estimate within those two bounds, which you should write in the "best estimate" box. Note that m2q10_b should not be lower than m2q10_a in absolute value, if that is the case, please ask the respondent to check his/her answer]*

	m2q10_a Sales for Last full month *[» I: if no sales, write "0", if does not know, write "-1"]*	**m2q10_b** Sales for Best Month in last 6 months *[» I: if no income, write "0", if does not know, write -"-1"]*
Best estimate		

| **m2q11**

OA
rec100 | Consider the profits (that is, the income of the business after paying all expenses) in the last full month, that is, the month of *[» P: Show last full month.]*.
Take into account all expenses, INCLUDING wages of employees but NOT including any income you paid yourself. That is, in the expenses, you should NOT include any money you paid yourself as a wage or money you spent for personal use; this is part of the profits.

We will ask you for your best estimate for the value of your profits or loss (in Jamaican dollars) in the last full month, and the best month in the last 6 months. By best month, I mean the month with the largest profits or smallest loss in the last 6 months.
[» I: Ask for an exact estimate and write in the "best estimate" box. If the respondent gives a range, ask the respondent for an exact estimate within those two bounds, which you should write in the "best estimate" box. Note that m2q11_b should not be lower than m2q11_a in absolute value, if that is the case, please ask the respondent to check his/her answer] |

m2q11_a	
UA **m2q11_a_1** Did you have a profit or loss in the last full month?	• Loss (1) • Profit (2) • Break even (3) **(Skip next question)**
OA **m2q11_a_2** Value of profits/loss for last full month *[» I: if no profit/loss or break even, write "0", if does not know, write "-1"]*	Best estimate

m2q11_b	
UA **m2q11_b_1** Did you have a profit or loss in the best month among the last 6 months?	• Loss (1) • Profit (2) • Break even (3) **(Skip next question)**
OA **m2q11_b_2** Value of profits/loss for best month *[» I: if no profit/loss or break even, write "0", if does not know, write "-1"]*	Best estimate
UA **m2q11_b_3** When was your best month among the last 6 months? *[» I: Record the month with the largest profit or the smallest loss]*	• January (1) • February (2) • March (3) • April (4) • May (5) • June (6) • July (7) • August (8) • September (9) • October (10) • November (11) • December (12)

m2q12 UA rec30	Do you own or manage other companies NOT including your main one? • No other company owned or managed (1) **(Go to m2q14)** • Yes, one or more other companies owned (2)

m2q13 OA rec50	In the last full month, what was the total value of the profits for the other companies that you currently own or manage, not including your main one?
	Value of profits/loss for last full month for other companies *[» I: if no income, write "0", if does not know, write "-1"]*
UA **m2q13_a** Did you have a profit or a loss?	• Loss (1) • Profit (2) • Break even (3)
OA **m2q13_b** Best estimate	

Business practices and ideas

Code	Question
m2q14 UA rec30	Now I am going to ask you questions about things you might or might not have done in your business in the last three months. To clarify, I am talking again about your main business. Please only respond "Yes" if you have implemented this business practice at least once in the past three months. It is okay if you are not doing every activity we describe, not all the practices we ask make sense for all businesses to do. We are just trying to understand more about what is being done in your business. *[» I: Record "1" if answer is yes, record "2" if answer is no. Record "-1" if does not know or does not apply. Remind respondent about the period of three months after every sixth question.]* • 1: Have you visited one of your competitors in order to become familiar with their prices? Include also visiting your competitors` websites.   • 2: Have you visited one of your competitors in order to become familiar with their products or services? Include also visiting your competitors` websites. • 3: Have you asked your customers whether there are products or services that they wish you would offer? • 4: Have you talked to a former customer to ask why he/she stopped buying? • 5: Have you asked a supplier or someone else in the sector what products or services are selling well? • 6: Have you used any special offer to attract new customers? • 7: Have you done advertising? • 8: Have you negotiated with suppliers to get a better price? • 9: Have you compared your suppliers' prices or product quality with those of other suppliers?

- 10: Have you monitored your stock, supplies or materials on a regular basis to ensure it had the quantity or quality needed to continue operations?
- 11: Have you kept written records?
- 12: Have you recorded every purchase and sale you made?
- 13: Were you able to use your records to know how much cash on hand you have?
- 14: Were you able to use your records to tell whether the sales of your major products or services have increased, decreased, or stayed the same?
- 15: Have you determined which goods or services are most profitable per item sold?
- 16: Have you calculated the costs of each of your main products or services?
- 17: Did you have a written budget for monthly expenses?
- 18: Did you have records that can document to a bank your ability to pay?
- 19: Have you reviewed your financial performance monthly?
- 20: Have you compared your sales to your targets?
- 21: Have you prepared a budget of costs for this year?
- 22: Have you prepared a cash flow statement?
- 23: Have you prepared a balance sheet including business's assets, liabilities and equity?
- 24: Have you prepared an income and expenditure statement (also called profit and loss statement)?

m2q15 UA rec50	Did your business introduce a new product or service in the past six months? • Yes, a new product (1) • Yes, a new service (2) • Yes, both a new product and a new service (3) • No/None (4) **(Go to m2q18)** • Do not know (99) **(Go to m2q18)**
m2q16 UA rec10	Was the new main product or service … • Invented by the company based on its own ideas (1) • Invented by the company, but inspired by ideas seen elsewhere (2) • Purchased from a supplier or requested by a customer (3) • Other (please specify) (94)
m2q17 UA rec10	Of all the new products or services introduced in the last six months, did you have any that were new to your region at the time you introduced them? • Yes (1) • No (2)

Investments, loans, and assets

Code	Question
m2q18 UA rec100	During the past six months, have you made any large investment in your business? • Yes (1) • No (2) **(Go to m2q20)**
m2q19 OA rec50	What was the amount of the investment in Jamaican dollars? *[» I: If participant does not know, ask to give best estimate.]* _____
m2q20 UA rec50	In the past six months, have you requested a loan for your company? This is just about the loans related to the company's activity and not about loans requested for personal reasons. • Yes (1) • No (2)

Module 3: Psychology

Likert scales

Think about your behavior in the last three months. To what extent do you agree with the following statements? I will now present you with a rating, please only select one rating per statement.

[» I: Do not read the numbers, just the rating]

- 1 = You strongly disagree with the statement
- 2 = You disagree with the statement
- 3 = You somewhat disagree with the statement
- 4 = You neither agree nor disagree with the statement
- 5 = You somewhat agree with the statement
- 6 = You agree with the statement
- 7 = You strongly agree with the statement

	m3q1 *In the last six months, ...* UA, rec50	Strongly disagree	Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Agree	Strongly agree
1	I actively attacked problems	(1)	(2)	(3)	(4)	(5)	(6)	(7)
2	I took initiative immediately even when others did not	(1)	(2)	(3)	(4)	(5)	(6)	(7)

3	I used opportunities quickly in order to attain my goals	(1)	(2)	(3)	(4)	(5)	(6)	(7)
4	Whenever there was a chance to get actively involved, I took it	(1)	(2)	(3)	(4)	(5)	(6)	(7)
5	I searched for solutions immediately whenever something went wrong	(1)	(2)	(3)	(4)	(5)	(6)	(7)
6	I usually did more than I was asked to do	(1)	(2)	(3)	(4)	(5)	(6)	(7)
7	I have been particularly good at realizing ideas	(1)	(2)	(3)	(4)	(5)	(6)	(7)

Module 4: Course-Related Knowledge

Now I will give you five statements with three multiple-choice options each, please select the one you think more appropriate or let me know if you do not know the answer. Remember, this is only for research purposes. [*»I: Read the three options for each question before marking down the answer, if necessary read them again one by one after having read all once. Mark option (4) "I don't know" if the respondent does not know or fails to provide an answer.]*

Code	Question
m4q1 UA Rec50	Bootstrapping is a tool to help you: • Identify new opportunities for your business (1) • Source money for your business without relying on long-term external finance (2) • Get immediate feedback from your customers (3) • I don't know (4)
m4q2 UA Rec20	A goal you set for your business is considered "SMART" if: • It is ambitious, although not very specific (1) • It is realistic, although not ambitious (2) • It is realistic, specific and ambitious (3) • I don't know (4)
m4q3 UA Rec20	A book that helps you keep record of all your business transactions is: • A Creditor's book (1) • A Debtor's book (2) • A Cash Book (3) • I don't know (4)
m4q4 UA	A TOWS matrix is: • A "To Do" list based on an analysis of the strengths, weaknesses, opportunities and

Rec20	threats of your business (1)

- An overview of your turnover, operational figures, working capital and sales (2)
- A worksheet that helps you turn your SMART-PI goals into plans of action (3)
- I don't know (4)

m4q5 UA Rec20	Which of the following is NOT usually included in the CANVAS business model: • The cost structure of your business (1) • The value proposition of your business (2) • The hours of operation of your business (3) • I don't know (4)

Module 5: Course

Code	Question
m5q1 UA rec50	Have you taken the course on entrepreneurship and personal initiative offered by the Jamaican Business Development Corporation? • Yes (1) • No (2) **(Go to m5q7)**
m5q2 UA Rec30	Overall, how satisfied were you with the training? • Very dissatisfied (1) • Dissatisfied (2) • Neither satisfied nor dissatisfied (3) • Satisfied (4) • Very Satisfied (5)
m5q3 OA Rec30	How much did you pay in total for the course? *[» I: if got the course for free, write "0", if does not know, write "-1"]*
m5q4 MA rec30	What are the main modules or skills that were elaborated in this course? Select all that apply. *[»I: Read options one by one, asking for each one if it applies.]* • Marketing or customer relations (1) • Administration, purchasing, or logistics (2) • How to find a salaried job (3) • Initiative or personal motivation (4)

- None of the above (5)

m5q5

UA

Rec

Thinking about the classroom training of the course, please tell me to what extent you agree with the statement: "I am going to use the skills taught in the course"?
- Strongly Disagree (1)
- Somewhat Disagree (2)
- Neither Agree nor Disagree (3)
- Somewhat Agree (4)
- Strongly Agree (5)

m5q6

UA

rec10

In the last six months did you get new suppliers/clients through people you met at business training groups?
- Yes (1) **(go to m5q8)**
- No (2) **(go to m5q8)**

m5q7

MA

Rec50

What were the main reasons why you did not take the course? Select all that apply.
[»I: Read options one by one, asking for each one if it applies.]
- The price they asked you to pay was above the amount you were willing to pay (1)
- You were not sure the course would be useful to you (2)
- You did not trust the quality of the provider of the course (3)
- You were too busy with your business (4)
- The schedule of the course was inconvenient (5)
- Other (6). Specify.

m5q8

OA

rec100

How much would you be willing to pay now for a similar course (assuming you have not taken it yet)?
[» I: if they answer "nothing", write "0", if does not know, write "-1". Enter only numeric values-Jamaican dollars-]

m5q9

OA

rec100

If the provider were to charge for this course. What price do you think would be fair given the value of the course?
[» I: if they answer "nothing", write "0", if does not know, write "-1". Enter only numeric values]

Module 6: Closure and Rewards

Code	Question
m6q1 UA rec30	Congratulations, you have reached the end of the survey. We will send you the $1,000 top-up to your mobile. Please confirm the number you want us to send you the top-up: If you have any problem in receiving it, please call us to this number: *[» P: Enter DMR's contact number.]* This is the number for the lottery of the I-phone 8. *[» I: Enter participant number for the lottery and briefly explain the rules of the lottery.]* Our supervisor might call you later on this week just to confirm that we interview you, please answer her. Thanks a lot for your time. Have a great day!

m6q2
UA
rec0

[» I: Assess interview conditions.]

		Not at all	Not really	During a part of the interview	Throughout the interview
1	There was a lot of noise during the interview.	(1)	(2)	(3)	(4)
2	I think that the interviewee answered truthfully.	(1)	(2)	(3)	(4)

m6q3
OA
rec0

[» I: Write down any comments you have about the interview. If you have no particular remarks, write "No comments".]
_____