



## Extension

UNIVERSITY OF WISCONSIN-MADISON

1. For the purpose of this study, we define **community** as the city, town, or village where your permanent residence is located, that is where you reside for more than half of the year.

What is the name of your community?

2. How many years have you lived in this community?

 Years

3. In the next questions we ask about support for entrepreneurs in your community. We define entrepreneurs broadly as anyone who owns or manages a business or aspires to own or manage a business. Your community is the community you identified in the first question.

Thinking about your community...

	Not at all	A little	Somewhat	Very	Extremely
a. ...how helpful are current business owners to new entrepreneurs?	<input type="radio"/>				
b. ...how threatened are current business owners by new entrepreneurs?	<input type="radio"/>				

4. Even if you have never considered starting a business, we would like to know your opinion about support for entrepreneurship in your community.

If you wanted to start a business, how much support for that effort do you think you **would** get from...

	None	A little	Some	Quite a bit	A great deal
a. ...community members?	<input type="radio"/>				
b. ...local elected officials?	<input type="radio"/>				
c. ...local business leaders?	<input type="radio"/>				
d. ...state government?	<input type="radio"/>				
e. ...your family?	<input type="radio"/>				

**5. Ideally, if you started a business in your community, how much help *should* you get from...**

	None	A little	Some	Quite a bit	A great deal
a. ...community members?	<input type="radio"/>				
b. ...local elected officials?	<input type="radio"/>				
c. ...local business leaders?	<input type="radio"/>				
d. ...state government?	<input type="radio"/>				
e. ...your family?	<input type="radio"/>				

**6. State governments sometimes offer financial incentives, such as tax credits or subsidies, to encourage businesses in certain industries to start or maintain operations within the state.**

**How strongly would you oppose or support state-funded incentives for businesses in the following industries?**

	Oppose strongly	Oppose	Oppose a little	Neither oppose nor support	Support a little	Support	Support strongly
a. Manufacturing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Agriculture, including farms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Healthcare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Childcare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Retail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**7. Still thinking about state-funded financial incentives to encourage businesses to start or maintain operations within the state, how strongly would you oppose or support state-funded incentives for the following types of businesses?**

	Oppose strongly	Oppose	Oppose a little	Neither oppose nor support	Support a little	Support	Support strongly
a. Small businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Large businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Start-up businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Existing businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**8. In your opinion, which best describes the business climate...**

	Poor	Fair	Average	Good	Excellent
a. ...in your community?	<input type="radio"/>				
b. ...in Wisconsin?	<input type="radio"/>				
c. ...in the United States?	<input type="radio"/>				

**9. Compared to other states, how much opportunity is there for entrepreneurs in Wisconsin?**

- Quite a bit less in Wisconsin
- Less in Wisconsin
- A little less in Wisconsin
- About the same
- A little more in Wisconsin
- More in Wisconsin
- Quite a bit more in Wisconsin

**10. Compared to other communities in Wisconsin, how much opportunity is there for entrepreneurs in your community?**

- Quite a bit less in my community
- Less in my community
- A little less in my community
- About the same
- A little more in my community
- More in my community
- Quite a bit more in my community

**11. We would now like to learn more about your experience starting, owning, or managing a business. Please answer the following questions about activities you have been involved in.**

**This question is about business ownership. Business ownership includes an ownership stake in a business with paid employees as well as anyone who is self-employed, that is generally those filing a Schedule C tax form or Schedule F for farmers.**

**Do you now or have you ever owned a business?**

- Yes
- No

**12. For this and the next question, please keep in mind the following definitions. Starting a business includes any form of self-employment. Sales revenue includes any money, income, or fees from the sale of goods and services.**

**Have you ever been involved in starting a business that eventually earned sales revenue?**

- Yes
- No

**13. Have you ever discontinued an effort to start a business before it earned sales revenue?**

- Yes
- No

**14. We want to know your opinions about your community.**

Thinking about people in your community, how much do they....

	Not at all	A little	Somewhat	Quite a bit	A great deal
a. ...expect people to be independent and not ask for help?	<input type="radio"/>				
b. ...support creative practices and businesses?	<input type="radio"/>				
c. ...support new ideas and new ways of doing things?	<input type="radio"/>				
d. ...trust one another?	<input type="radio"/>				
e. ...negatively judge someone who has failed?	<input type="radio"/>				
f. ...expect people to achieve success on their own and not rely on others?	<input type="radio"/>				

**15. Still thinking about people in your community....**

	Not at all	A little	Somewhat	Very	Extremely
a. ...how caring are community members of each other?	<input type="radio"/>				
b. ...how diverse are the viewpoints of community members?	<input type="radio"/>				
c. ...how willing are community members to work together to solve problems?	<input type="radio"/>				

**16. In your community....**

	Not at all	A little	Somewhat	Very	Extremely
a. ...how safe do you feel?	<input type="radio"/>				
b. ...how welcome do you feel?	<input type="radio"/>				
c. ...how respected do you feel?	<input type="radio"/>				

**17. How much do you feel you belong in your community?**

- Not at all
- A little
- Somewhat
- Quite a bit
- A great deal

**18. Now we want to know how welcoming of different people you believe your community to be.**

**How welcoming is your community to people...**

	Not at all	A little	Somewhat	Very	Extremely	Don't know
a. ...who are just starting their career?	<input type="radio"/>					
b. ...who immigrate from other countries?	<input type="radio"/>					
c. ...of racial and ethnic minority groups?	<input type="radio"/>					
d. ...with young children?	<input type="radio"/>					
e. ...who are teenagers?	<input type="radio"/>					
f. ...with disabilities?	<input type="radio"/>					
g. ...who identify as lesbian, gay, bisexual, transgender, or questioning (LGBTQ+)?	<input type="radio"/>					
h. ...65 and older?	<input type="radio"/>					
i. ...without children?	<input type="radio"/>					
j. ...new to the community?	<input type="radio"/>					
k. ...with lower incomes?	<input type="radio"/>					
l. ...with different political views?	<input type="radio"/>					

**19. We would also like to understand your involvement with local groups you participate in. These groups can include social clubs, support groups, religious or civic groups or committees, fraternal or veteran's organizations, or even a group of friends who meet for a specific purpose or activity.**

**How many regular groups in your community do you participate in each month? If none, please write "0".**

Number of groups

**20. Now we want to know how often you talk or visit with your neighbors. By neighbors we mean the households closest to where you live.**

**How often do you talk or visit with your neighbors?**

- Never
- Once a year or less
- Several times a year
- Once a month
- Several times a month
- Several times a week
- About every day

**21. Now we want to know about your interactions with people in your community.**

**In the past month, how many times have you had a conversation with people...**

	None	Once	Twice	Three times	Four times or more	Don't know
a. ...who are just starting their career?	<input type="radio"/>					
b. ...who immigrated from other countries?	<input type="radio"/>					
c. ...of racial and ethnic minority groups?	<input type="radio"/>					
d. ...with young children?	<input type="radio"/>					
e. ...who are teenagers?	<input type="radio"/>					
f. ...with disabilities?	<input type="radio"/>					
g. ...who identify as lesbian, gay, bisexual, transgender, or questioning (LGBTQ+)?	<input type="radio"/>					
h. ...65 and older?	<input type="radio"/>					
i. ...without children?	<input type="radio"/>					
j. ...new to the community?	<input type="radio"/>					
k. ...with lower incomes?	<input type="radio"/>					
l. ...with different political views?	<input type="radio"/>					

**22. Finally, we have some questions about you.**

**In this last section, we would like to learn more about you to understand who responded to our survey. Because we try to get responses and opinions from different people across Wisconsin, we would like to ask you a few questions that help us to reach people of different ages, genders, viewpoints and so on. Once again, these responses will be confidential and will only be used for academic research purposes.**

**What is your age?**

Age

**23. What is your gender?**

Gender

**24. How many people, including yourself, live in your household?**

Number of people in household

**25. How many people under 18 years of age live in your household either full-time or part-time? If none, please write "0".**

Number of people under 18 in household

**26. Do any children under age 5 live in your household either full-time or part-time?**

- Yes
- No

**27. Check all of the following that describe your race or ethnicity:**

- American Indian or Alaskan Native
- Asian
- Black or African American
- Hispanic or Latino/a/x
- Middle Eastern or North African
- Native Hawaiian or Other Pacific Islander
- White
- Other: Please tell us: →

**28. What is the highest level of education you have completed?**

- Less than 9<sup>th</sup> grade
- Some high school
- Completed high school or obtained GED
- Trade school, apprenticeship, or other types of certifications
- Some college
- Associate degree or a 2-year college degree
- Bachelor's degree or a 4-year college degree
- Master's degree
- Advanced degree such as a Ph.D., a Law degree or a Medical degree

**29. Have you ever taken any loans to pay for education or training pursued after high school?**

- Yes
- No

**30. Do you currently live...**

- ...in a place you own?
- ...in a place you rent?
- ...in some other situation?

**31. In 2023, including all sources, what was your total annual household income before taxes?**

Income

**32. Check all of the following that describe your current employment status:**

- Employed full-time, working for another person or organization
- Employed part-time, working for another person or organization
- Self-employed, working for yourself or a business you own
- Student
- Unemployed, looking for work
- Unemployed, not looking for work
- Disabled
- Retired
- Other: Please tell us: →

**33. At any point in the last five years, has anyone in your household had to work more than one job at the same time to make ends meet?**

- Yes
- No

**34. How much guidance does religion provide in your everyday life?**

- None
- A little
- Some
- Quite a bit
- A great deal

**35. The terms “liberal” and “conservative” may mean different things to people, depending on the kind of issue one is considering.**

	Very liberal	Liberal	Moderate	Conservative	Very conservative
a. In terms of <u>economic</u> issues, would you say you are:	<input type="radio"/>				
b. In terms of <u>social</u> issues, would you say you are:	<input type="radio"/>				

**36. Have you ever served in any branch of the United States Armed Forces?**

- Yes
- No

**37. We are interested in learning more about the experiences of Wisconsinites who are involved in running a business or were involved in a discontinued or failed business. If you are a current or former business owner and would be willing to participate in a follow up survey for which we would give you \$100 cash, we will need your name and preferred contact information to reach you. We will use the information for this project only.**

**What is your name, email address and telephone number?**

First Name:  Last Name:

Email address:

Telephone #: (  )  -

**Thank you for your help with this study!  
Please return your completed questionnaire in the postage-paid envelope provided.**