

Annex 2: Survey tool for potential entrepreneurs

PART 1: IDENTIFYING OPPORTUNITIES AND CONSTRAINTS

1. What are your business aspirations? (Open-ended response) (Audio Recording)
 - a. What type of business are you most interested in starting?
 - b. What types of products/services would you like to provide?
2. Where do you, or would you, seek advice to establish your business? (select all that apply)
 - a. Family and/or friends
 - b. Other business owners
 - c. School/teachers
 - d. A business development service provider
 - e. Church/religious leaders
3. How would you rate each of the following in terms of how useful it would be to support the establishment and growth of your business?

	Not very helpful	Don't know	Very helpful
Easy access to finance/capital			
Assistance with market research			
Training/education to learn or develop my business or technology skills			
Access to role models or mentors who can inspire me			
Assistance to policies and procedures to establish a business			

4. Do you have a bank account?
 - a. Yes
 - b. No
3. Do you think having a bank account would be important to having a successful business?
 - a. Yes
 - b. No
 - c. Don't know
5. Do you have a mobile money account or e-wallet?
 - a. Yes
 - b. No
3. Do you think having a mobile money account or e-wallet would be important to having a successful business?
 - a. Yes
 - b. No
 - c. Don't know

PART 2: UNDERSTANDING THE ENTREPRENEURIAL MINDSET

6. Which of the following best describes where you are at in terms of your business start-up phase?
 - a. I am interested in starting a business, and I am thinking about it, but I have done nothing about it yet
 - b. I am interested in starting a business, and I have started preparing for the business, but I have not officially started yet
7. If you answered "b" above, what steps you have taken in the past six months? (select all that apply)
 - a. I have attended a training session to learn about how to start or manage a business
 - b. I have prepared a business plan
 - c. I have saved some money to use for my business
 - d. I have identified potential partners or co-founders
 - e. I have identified potential investors
8. What is the main reason you are interested in starting a business?
 - a. I want to take advantage of business opportunity
 - b. There are no better choices for me to make a living
 - c. I want to have independence rather than work for someone else
 - d. I think it's the best way to increase my personal income
 - e. My family/friends encourage me to start a business
 - f. I want to be seen as a successful entrepreneur
 - g. I will enjoy running my own business

9. Please respond to the following:

Instrument to Measure Attitude Statements					
Strongly disagree				Strongly agree	
1	2	3	4	5	
I admire entrepreneurs	<input type="radio"/>				
It will be worthwhile to be an entrepreneur	<input type="radio"/>				
Developing entrepreneurial experience will be beneficial to me	<input type="radio"/>				
I will be proud to be an entrepreneur	<input type="radio"/>				

Instrument to Measure Subjective Norm Statements					
Strongly disagree				Strongly agree	
1	2	3	4	5	
My family hopes that I will become an entrepreneur	<input type="radio"/>				
My closest friend says that I should be an entrepreneur	<input type="radio"/>				
The person I look up to encourages me to become an entrepreneur	<input type="radio"/>				
I want to start a business but I will have too	<input type="radio"/>				

Instrument to Measure Behaviour Control Statements					
Strongly disagree				Strongly agree	
1	2	3	4	5	
If I want, I can immediately become an entrepreneur	<input type="radio"/>				
When deciding to start a new business, all decisions are in my hands	<input type="radio"/>				
I would be fully in control of my business	<input type="radio"/>				
If I tried to start a business, I would have a high chance of being successful	<input type="radio"/>				
The environment around me will be favourable to running a business	<input type="radio"/>				

Instrument to Measure Entrepreneurial Intention Statements					
Strongly disagree				Strongly agree	
1	2	3	4	5	
I will do my best to become an entrepreneur	<input type="radio"/>				
I am ready to start a business now	<input type="radio"/>				
If I have the opportunity, I will choose to become an entrepreneur	<input type="radio"/>				
I intend to start a business	<input type="radio"/>				
I want to start a business as soon as possible	<input type="radio"/>				
I would like to start a business, but I fear gender discrimination	<input type="radio"/>				
I intend to succeed as an entrepreneur in the future.	<input type="radio"/>				

PART 3: SUPPORT MECHANISMS AVAILABLE TO ASPIRING ENTREPRENEURS

10. Have you ever had any experience operating a business before?

1 (No experience)	2 (a small amount of experience)	3 (a moderate amount of experience)	4 (Significant experience)
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11. What type of experience have you had operating a business? (Select all that apply)

- a. I supported a friend or relative's business
- b. I previously created a business that is no longer running
- c. My parents ran their own business
- d. I participated in a competition to create innovative business ideas
- e. I have worked for someone else's business (not owned by family or friends)
- f. None – I have no previous business experience

12. Have you ever participated in any formal business training?

1 (No training)	2 (a small amount of training)	3 (a moderate amount of training)	4 (Significant training)
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13. If you have participated in any formal business training, what type of training did you receive? (Select all that apply)

- a. Business planning
- b. Accounting/financial management
- c. Leadership
- d. Using technology
- e. Marketing (including social media)
- f. Managing customers
- g. None/not applicable

14. How was the training conducted or delivered?

- a. In-person training, workshops, meetings or conferences
- b. Online training, workshops, meetings or conferences
- a. Business training through my high school or university education
- c. None/not applicable

15. Are you aware of any programs where you could get help for establishing your business?

- a. Yes (Please specify - Name/description of the program(s)) (Audio recording)
- b. No

16. If you wanted more support for how to establish your business, where would you go?

- a. Friends or family
- b. Enrol in a formal training program offered by the government or local institution
- c. Online (i.e., surf the web, YouTube, etc.)
- d. Don't know

PART 4: POTENTIAL FOR TECHNOLOGY TO SUPPORT ENTREPRENEURS

17. What technology devices do you currently have access to? (select all that apply)

- a. Computer/laptop (PC)
- b. Tablet
- c. Mobile phone

18. What type of mobile phone do you have access to?

- a. Android smartphone
- b. Apple smartphone
- a. Feature phone
- b. I don't have access to a mobile phone

19. Do you have access to the Internet?

- a. Yes
- b. No

20. If yes, do you consider your internet access to be reliable with sufficient bandwidth?

- a. Yes
- b. No

Do you consider your internet access to be affordable?

- a. Yes
- b. No

21. Do you use any social media? (select all that apply)
- Facebook
 - Instagram
 - LinkedIn
 - X (previously, Twitter)
 - WhatsApp
 - Tik Tok
 - WeChat
 - YouTube
22. If yes, do you think social media might play an important role in the success of your business?
- Yes
 - No
 - Don't know
23. Do you think using e-commerce platforms to buy and sell products or services online would be important to the success of your business?
- Yes
 - No
 - Don't know
24. Do you think being able to accept digital payments from your customers through mobile money or e-wallets, would be important for your business?
- Yes
 - No
 - Don't know
25. Do you think that having strong digital skills or knowledge would enable you to make your business more successful?
- Yes
 - No
 - Don't know
26. In what ways do you think greater digital skills or knowledge would help you make your business more successful? (select all that apply)
- Access to more education or training
 - Access to more information relevant to my business sector
 - Better communications with my customers
 - Better communications with my suppliers
 - More opportunities to advertise my business (e.g., website, social media, etc.)
 - Access to more customers through online shopping platforms
 - More efficient business operations

PART 5: GENERAL INFORMATION

27. Age
- 18 – 24
 - 25 – 34
 - 35 – 44
 - 45 – 54
 - 55 – 64
 - 65 – 74
 - 75+
28. Gender
- Male
 - Female
 - Prefer not to answer
29. Location (post code)
30. Which of the following best describes the highest level of education you have completed?
- No formal education
 - Primary school
 - Secondary school/high school
 - Vocational training
 - University undergraduate degree
 - Higher university degree (e.g., Masters, Doctorate)

What would you expect your average turnover to be after the first year of operating a business (before tax)? (converted to local equivalent)

- Less than US 5,000
- More than US 5,000 but less than US 20,000
- More than US 20,000 but less than US 40,000
- More than US 40,000

31. Do you expect your business to be:
- A family business (a family business can be defined as where more than two family members are working together in the business)
 - A husband-and-wife team
 - A solo entrepreneur
 - A business with paid staff
32. Do you expect your business to eventually employ staff (besides family members)
- Yes
 - No
33. What type of business are you most interested in starting? (select relevant sector)
- Manufacturing
 - Farming/agriculture
 - Food services
 - Retail
 - Service provider (i.e., repair shop)
 - Fishery
 - Technology
 - Finance
 - Education
 - Construction
 - Circular economy (i.e., recycling)
34. Do you have any final thoughts you would like to share with the research team about your desire to start a business? (open-ended response) (Audio Recording)