

INTWR ID: \_\_\_\_\_

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CONTROL NO. \_\_\_\_\_

## Survey of Rural Businesses - December 2006 - January 2007

### Cover Sheet

STUDY NO. \_\_\_\_\_  
(ASSIGNED BY OFFICE)

COMMUNITY \_\_\_\_\_

Name:	
Business Name:	
Location:	

PHONE NUMBER \_\_\_\_\_

#### CONTACT RECORD

CALL NUMBER	DATE	DAY	TIME	RESULT	INITIALS
FIRST					
SECOND					
THIRD					
FOURTH					
FIFTH					

EDITED BY INTWR: \_\_\_\_\_  
(INITIALS)

FINAL EDIT: \_\_\_\_\_  
(INITIALS)



QA2a. Is [COMMUNITY] the headquarters or main office for this business?

Yes  No → Where is the main office for this business located?

QA3. Is there another owner or manager for this business besides you?

Yes  No → SKIP TO QA4.



QA3a. Which of you is the most knowledgeable about the business?

Other is  I am → CONTINUE WITH QA4



What is the other owner or manager's name? \_\_\_\_\_

How do I contact him/her?

**Thank you very much for  
your help.**

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QA4. [IF YOU ARE CERTAIN OF THE ANSWER TO THIS, DON'T ASK] Are you over 18 years of age?

No  Yes → Skip to QA5.



I'm sorry, but we are only interviewing business owners over 18 for this study. Thank you for your time.

QA5. Did your business make more than \$3,000 in total sales last year [2006]?

No  Yes → Skip to QA6.



QA5a. Did your business provide more than 20% of your family's cash income last year?

No  Yes → Continue with QA6



I'm sorry, for this study we are only interviewing businesses larger than yours. Thank you for your time.

QA6. I would like to interview you about your business. The interview will take about 35 minutes. It will go more quickly if you have your business records on hand. I would like information from last year's records such as how many people you employed last year, what your expenses were last year, and where your customers are from. I will not see your information. When we come to the financial questions, you will mark the answers yourself and seal them in an envelope. The envelope will not be opened until the data is entered into the computer at the University. Your name or business name will not be identified.

Do you have any questions before I begin?

Yes  No

[IF NEEDED, MAKE ARRANGEMENTS FOR ANOTHER TIME AND PLACE. GIVE R A COPY OF THE CONSENT FORM TO TAKE AND READ.]

QA7. [IF YOU THINK THERE MAY BE A LANGUAGE ISSUE, ASK:.] Would you like a translator for this interview?

No  Yes

**Part D: Snowball Sampling**

Thank you very much for sharing your experiences with your business.

For the survey to be complete, I need to interview ALL the businesses in [COMMUNITY]. Who are other people in town with a small business that I should interview?

[IF R DOESN'T UNDERSTAND WHAT WE MEAN:] By business we mean anyone who offers goods or services for sale on an on-going basis, whether or not it is their main way to earn money. It's okay if they don't have a business license or sell only seasonally.

[IF THIS IS A FISHING COMMUNITY OR R NAMES A COMMERCIAL FISHERMAN, SAY:] For this study we are not interviewing commercial fishermen, but we would like to interview anyone who makes or sells things made from fish.

[WRITE DOWN ONLY BUSINESSES THAT YOU DON'T ALREADY KNOW ABOUT]

Name	Type of Business	Phone or Location

**Thank you. This completes our survey.  
My supervisor may call you to verify some of the  
information you have provided.**

End time: \_\_\_\_\_