

## NIGERIA YOUTH ENTERPRISE SURVEY

ID Number \_\_\_\_\_

Record number of interview attempts: \_\_\_\_\_

*An interview attempt consists of a phone call to set up an interview, whether or not this phone call is answered; an attempted meeting in-person with the Respondent, etc.*

Date of interview \_\_\_\_\_

Introduction: this survey is being conducted by TNSRMS. Its purpose is to help better understand the growth process of enterprises being run by Nigerian youth, as well as the development process of youths thinking about starting a business. The results of this survey will be kept confidential and will be used for research purposes only. No information will be presented from this research which could be used to identify any individual business. You have the right to refuse to answer any question, although the results will be of most use for informing policy if they are provided by all respondents. As compensation for participating in this survey you will receive a T-Shirt, notebook and pen and we will also conduct a raffle among all respondents and winners have the chance of winning phones or Ipads.

Name of Person being interviewed: \_\_\_\_\_

Other names person is known by: \_\_\_\_\_

Contact phone numbers for Respondent:

Landline \_\_\_\_\_ Mobile \_\_\_\_\_

Location of Interview:

Street address: \_\_\_\_\_

City \_\_\_\_\_

Region \_\_\_\_\_

Interview language: \_\_\_\_\_ (add codes for Nigerian languages)

## SECTION 0: ATTRITION SECTION

*This section should only be filled in for individuals who it was not possible to interview after repeated attempts.*

1. Reason for attrition:

1 = Respondent refused to participate despite multiple attempts
2 = Respondent found, but has rescheduled an interview multiple times
3 = Respondent has moved to another area Record new address and contact details, so they can be attempted to be interviewed at this new address_____
4 = Respondent not found
5 = Respondent verified as deceased (end survey)
<b>6 = Not Applicable (if all the options are not applicable to that Respondent) GO TO SECTION 1</b>

*This is a set of questions to be asked of neighbors, other family members, etc. if the person cannot be located this time around, or if they refuse to participate anymore in the survey. If the reason for attrition is refusal and the interviewer can observe the owner and whether or not he or she has a business, then the interviewer can be one of the information suppliers in 2.*

2. Who is supplying information about the business (more than one person possible)? MCP

Co-business owner to the intended Respondent	<b>1</b>
A relation to the intended Respondent	<b>2</b>
Friend to the intended Respondent	<b>3</b>
Others...specify	<b>4</b>

3. Does the targeted respondent currently own a business?

1 = Yes
2 = No -> Q5
3 = Don't know -> Q5

4. Approximately how many employees does this business have?

Write in number
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**Don't know, write in 998**

5. Where does this person currently live?

1 = In the same city as the survey
2 = In a different location in Nigeria
3 = Outside of Nigeria
<b>4 = Could not be established</b>

*End Interview for Attritors*

**SECTION 1: PERSONAL INFORMATION**

1. Gender

1 = Male
2 = Female

2. Age:

**INT: WRITE IN DIGITS ONLY E.G. 35 NOT 35 YEARS/YRS**

Write in Age
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3. What is your highest level of education completed

**INT: SHOW CARD; SINGLE CODE ONLY**

1 = Did not complete secondary school (e.g. primary incomplete/completed, kuranic school-> Q5
2 = Completed secondary school -> Q 5
3 = Post-secondary school vocational training/OND/Technical colleges
4 = University/HND degree
5 = Post graduate degree

4. What was your main field of study or major?

Write in
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5. What is your marital status?

**INT: SHOW CARD; SINGLE CODE ONLY**

1 = Married
2 = Engaged
3 = Divorced/Separated/Widowed
4 = Single

6. How many children do you have?

**INT: WRITE IN LEADING ZEROS**

Write in number
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7. Imagine for a minute that you are living the best life you can possibly imagine. Now imagine that your life is the worst it could possibly be. Imagine a ladder with 10 steps. Suppose we say that the top of the ladder (step 10) represents the best possible life for you and the bottom (step 1) represents the worst possible life for you. Which step on the ladder best represents where you personally stand at the present time?
8. Think about your life five years from today. Which step best represents where you personally will be on the ladder five years from now?

<b>7) Presently</b>		<b>8) 5 year's time</b>	
<b>10</b>	<b>High</b>	<b>10</b>	<b>High</b>
<b>9</b>		<b>9</b>	
<b>8</b>		<b>8</b>	
<b>7</b>		<b>7</b>	
<b>6</b>		<b>6</b>	
<b>5</b>		<b>5</b>	
<b>4</b>		<b>4</b>	
<b>3</b>		<b>3</b>	
<b>2</b>		<b>2</b>	
<b>1</b>	<b>Low</b>	<b>1</b>	<b>Low</b>

9. How confident are you in your ability to do each of the following:  
(1 = not at all confident, 2 = somewhat confident, 3 = confident, 4= very confident, 9 = no answer/refuse to answer)

	<b>Very Confident</b>	<b>Confident</b>	<b>Somewhat Confident</b>	<b>Not at all confident</b>	<b>N/A Refused</b>
a. Come up with an idea for a new business product or service	4	3	2	1	9
b. Estimate accurately the costs of a new business venture	4	3	2	1	9
c. Estimate customer demand for a new product or service	4	3	2	1	9
d. Sell a product or service to a customer you are meeting for the first time	4	3	2	1	9
e. Identify good employees who can help a business grow	4	3	2	1	9
f. Inspire, encourage, and motivate employees	4	3	2	1	9
g. Find suppliers who will sell you raw materials at the best price	4	3	2	1	9
h. Persuade a bank to lend you money to finance a business venture	4	3	2	1	9
i. Correctly value a business if you were to buy an existing business from someone else	4	3	2	1	9

## SECTION 2: SCREENER ON BUSINESS OWNERSHIP

1. Do you currently operate a business?

1 = Yes -> Answer Sections 3 to 9, and Section 14
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2 = No -> Answer Sections 10 to 14
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## SECTION 3: ABOUT YOUR BUSINESS

1. How many businesses do you currently operate? \_\_\_\_\_

*Note, if you produce multiple products but still operate it as a joint business where you keep at most one set of books, the answer should be 1. Only answer more than 1 if you operate distinct businesses.*

*If more than one business, answer the remainder of the questions about the business you spend most hours working in*

2. What is the nature of your business or what does your activity consist of?

**(Interviewer: Put in detailed description)**

a. Respondent's answer : \_\_\_\_\_

3. When did you start this business ?

**INT: IF INHERITED, RECORD MONTH AND YEAR WHEN THE RESPONDENT TOOK OVER CONTROL OF THE BUSINESS**

Month \_\_\_\_\_ Year \_\_\_\_\_

4. Where does your business operate ?

**INT: SHOW CARD; SINGLE CODE ONLY**

1 = Inside owner's home
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2 = On farmland
-----------------

3 = Fixed building used just for the business
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4 = In a public market
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5 = At customer's residence or business
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6 = Travelling door-to-door or on street
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7 = Transporting other people (e.g. taxi business)
--

8 = Other (specify) _____
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5. What is this firm's current legal ownership status ?

**INT: SHOW CARD; SINGLE CODE ONLY**

1 = Sole proprietorship
2 = Partnership
3= Private limited liability company (Ltd)
4 = Public limited liability company (Plc)
5 = Incorporated trustee company
6 = Unlimited liability company
5 = Other (specify)_____

6. Which of the following forms of business registration does your business have ?

**INT: SHOW CARD; SINGLE CODE ONLY**

a. Registration of business name with the Corporate Affairs Commission	Yes.....1 No.....2
b. Municipal license	Yes.....1 No.....2
c. Income tax registration	
d. VAT registration	
e. License to display a sign	

7. What is your business's RC number if you have one ?

**INT: CHECK CONSISTENCY IN Q6, THAT IS, Q6 MUST BE CODED A**

<b>Write in</b>
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**Or code 9998 = does not have one**

7. What type of accounts do you keep for income, expenses, etc. of your business ?

**INT: SHOW CARD; SINGLE CODE ONLY**

1= Formal accounting using the services of a professional accountant
2= Formal accounting using a professional in the firm i.e. an employee of your business
3= Personal record keeping or other records
4= Does not do any accounting
5= Other (specify)

9. What percentage of the revenue of this firm comes from.....?

**INT: SHOW CARD; SINGLE CODE ONLY**

a. Customers within 1 km from business	
b. Customers in the same town or city, who live more than 1 km from the business	
c. Customers in other parts of Nigeria	
d. Direct exports	
e. Indirect exports, made through middlemen	
f. Other	
<b>TOTAL</b>	<b>100%</b>

10. How many firms operate in the same line of business as you that are located within approximately 2 km of your firm?

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999. Don't know

11. What percentage of your sales are made to the following:

1. Small firms	_____ %
2. Medium and large firms	_____ %
3. Individual consumers	_____ %
4. Government	_____ %
5. Foreign consumers or firms	_____ %
6. Other	_____ %
<b>TOTAL</b>	<b>100%</b>

12. Approximately how many customers does your business have in a typical week? \_\_\_\_\_

<b>Write in number</b>
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13. If you shut down your business, how long would it take your largest customers to find an alternative supplier of the goods?

**INT: SHOW CARD; SINGLE CODE ONLY**

1. A day or less
2. More than a day, less than a week
3. More than a week, less than a month
4. A month or more
5. It would be impossible

**SECTION 4: EMPLOYMENT IN YOUR FIRM**

1. How many hours a week to you personally spend working in your business?

a. Hours in the last week_____
b. Hours in a normal week_____

2. Aside from your business...

**INT : WRITE IN 9998 IF NONE**

- a. How many hours do you also spend working to **earn a salary** in a normal week? .....
- b. How many hours do you also spend working in other businesses in a normal week? .....

3. Tell me how many of the following types of workers you currently have working in your business, and how many you had at the start of operations: **[Do not count yourself in any of these categories]**

	<b>Current (a)</b>	<b>At the beginning of operations (b)</b>
1. Wage or Salaried Workers		
2. Casual or Daily paid Workers		
3. Partners		
4. Unpaid workers		
5. Total number of workers (sum of 1-4)		

**(Interviewer: Ask each category separately. Examine 1-4 total.)**

999. Don't know/ Can't say/ refused to answer

4. How many workers in total have you hired in 2012?

**INT : WRITE IN 9998 IF NONE**

<b>Write in number</b>
------------------------

5. *If answer to 4 is more than zero.* Can you tell me a bit more about the last three workers hired in 2012 who are still working with you

**5.1 Worker 1 hired in 2012**

a. First name of worker:
b. Number of months working for you
c. How did you find this worker (1 = advertisement, 2 = through family networks, 3 = through business networks, 4 = through friends, 5 = worker approached firm, 6 = other (specify)_____
d. Is this worker related to you? (1 = yes, 2= no)
e. Age of worker
f. Gender of worker (1=Male, 2 = Female)
g. What type of employee are they (1 = Salary or wage, 2 = casual worker, 3 = commission, 4 = unpaid, 5 = other (specify)
h. What is their education level (1 = Did not complete high school, 2 = completed high school, 3 = some post-high school education)
i. What job do they do in your company?_____
j. Is this a job that someone else previously did, or a new job for this company? (1= someone else previously did this job, 2 = new job).
k. How much do you pay them per month?_____
l. Are they registered for PAYE taxes? (1 = Yes, 2 = No)

**5.2 Worker 2 hired in 2012 – ask same questions as above**

m. First name of worker:
n. Number of months working for you
o. How did you find this worker (1 = advertisement, 2 = through family networks, 3 = through business networks, 4 = through friends, 5 = worker approached firm, 6 = other (specify)_____
p. Is this worker related to you? (1 = yes, 2= no)
q. Age of worker
r. Gender of worker (1=Male, 2 = Female)
s. What type of employee are they (1 = Salary or wage, 2 = casual worker, 3 = commission, 4 = unpaid, 5 = other (specify)
t. What is their education level (1 = Did not complete high school, 2 = completed high school, 3 = some post-high school education)
u. What job do they do in your company?_____
v. Is this a job that someone else previously did, or a new job for this company? (1= someone else previously did this job, 2 = new job).
w. How much do you pay them per month?_____
x. Are they registered for PAYE taxes? (1 = Yes, 2 = No)

**5.3 Worker 3 hired in 2012 – ask same questions as above**

y. First name of worker:
z. Number of months working for you
aa. How did you find this worker (1 = advertisement, 2 = through family networks, 3 = through business networks, 4 = through friends, 5 = worker approached firm, 6 = other (specify)_____
bb. Is this worker related to you? (1 = yes, 2= no)
cc. Age of worker
dd. Gender of worker (1=Male, 2 = Female)
ee. What type of employee are they (1 = Salary or wage, 2 = casual worker, 3 = commission, 4 = unpaid, 5 = other (specify)
ff. What is their education level (1 = Did not complete high school, 2 = completed high school, 3 = some post-high school education)
gg. What job do they do in your company?_____
hh. Is this a job that someone else previously did, or a new job for this company? (1= someone else previously did this job, 2 = new job).
ii. How much do you pay them per month?_____
jj. Are they registered for PAYE taxes? (1 = Yes, 2 = No)

6. How many workers have you hired in 2012 that are no longer working for you?

<b>Write in number</b>
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7. How many of the workers working for you are not Nigerians?

<b>Write in number</b>
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**SECTION 5: INNOVATION AND TRAINING**

1. Has your firm introduced new **products or services** during 2012?  
*If the firm was just started in 2012, then the answer should be yes*

1. Yes
2. No <b>Go to Q8</b>
3. Don't know <b>Go to Q8</b>

2. What is the main new product or service introduced? \_\_\_\_\_  
**INT: SINGLE RESPONSE ONLY**

3. Which of the following best characterizes your new products or services?  
**INT: SHOW CARD; SINGLE CODE ONLY**

1. They are new for my firm, but other firms in my city offer them
2. They are new for my city, but other firms in Nigeria offer them
3. They are new for Nigeria, but available elsewhere in the world
4. They are new for the world

4. Which of the following best describes the new product or service?

1. It is a new design or variation of a previously existing product or service
2. It is a new product / service line

5. Which of the following best describes the main new product or service introduced?

1. It was invented by the firm, from our own ideas
2. It was developed by the firm, based on ideas seen elsewhere
3. It was purchased from a supplier
4. Other (specify) _____

6. What percentage of sales in 2012 to date were accounted for by new products or services introduced this year?

a. That replaced existing products or services			
b. That were additions to your product or service line			

7. Has this new product or service been copied by a competitor in your city?

1 = Yes
2 = No
3 = Don't know

8. In 2012, has your firm significantly improved an existing product or service previously sold by the firm? *If the firm was started in 2012, the answer should be no.*

1. Yes
2. No

3. Don't know
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9. Has the firm introduced new or improved business **processes** in 2012? (examples might include a new production method, a new quality control system, a new accounting system, or a new delivery system).

1. Yes
2. No <b>Go to Q 12</b>
3. Don't know <b>Go to Qn. 12</b>

10. What is the main new process introduced?  
\_\_\_\_\_

11. How important were the following reasons for introducing this new process?  
**answer each**

	<b>Not Important</b>	<b>Slightly Important</b>	<b>Moderately Important</b>	<b>Very Important</b>
<b>a.</b> To lower production costs	1	2	3	4
<b>b.</b> To improve product quality	1	2	3	4
<b>c.</b> To improve working conditions	1	2	3	4
<b>d.</b> To maintain better control over business finances	1	2	3	4
<b>e.</b> Other (specify)_____	1	2	3	4

12. Has your firm done any of following in 2012? (Mark answer for each)

	<b>Yes</b>	<b>No</b>
<b>a.</b> Implemented new design or packaging to give a product a new or significantly changed look, or significantly changed the way you display merchandise.	1	2
<b>b.</b> Introduced a new channel for selling your goods and services, such as licensing to others, selling in a new type of place, etc.	1	2
<b>c.</b> Introduced a new method of pricing your goods or services, such as a new type of special offer, or a new way of varying the price according to demand.	1	2
<b>d.</b> Introduced a new way of promoting or advertising your products or services.	1	2
<b>e.</b> Changed or introduced new business processes, such as introduction of a new database, use of a new monitoring system, introduction of supply chain management or other new business practices.	1	2
<b>f.</b> Changed the way work is organized in your firm, by changing the number of levels in your hierarchy, or the way workers work together, or giving more control over certain processes to other workers in your firm.	1	2
<b>g.</b> Introduced new quality control standards for suppliers or subcontractors	1	2

13. Has your firm done any of the following in 2012? (Mark answer for each)

	Yes	No
a. Opened a new shop or production location	1	2
b. Outsourced a production activity that was previously conducted by the firm	1	2
c. Licensed a new technology from another firm	1	2
d. Brought in-house a production activity that was previously outsourced	1	2
e. Introduced a new in-house training program	1	2
f. Obtained a new quality accreditation (ISO 9000)	1	2

14. What is the total amount spent by your firm in researching and developing new products and processes in 2012? \_\_\_\_\_ Naira

15. Does your firm use the internet?

1. Yes
2. No <b>Go to Qn. 18</b>
3. Don't know <b>Go to Qn. 18</b>

16. Which of the following does your firm use the internet for?

	Yes	No
1. For email	1	2
2. For selling products or services to clients	1	2
3. For advertising through a home page	1	2
4. Finding out information about your industry	1	2
5. Ordering supplies	1	2

17. Does your firm maintain a website?

1. Yes (Write in website name.....)
2. No
3. Don't know

18. Has your firm used a consulting service in 2012?

1. Yes
2. No <b>Go to Qn. 21</b>
3. Don't know <b>Go to Qn. 21</b>

19. What were the main areas the consultancy services was used for? **(Multiple answers possible, mark each answer given)**

1. Production
2. Product design
3. Firm management
4. Finance
5. Marketing
6. Other (specify)

20. How many hours of consulting services did you use in 2012 to date? \_\_\_\_\_

21. Do you have a business mentor who you discuss business matters with at least once every 2 to 3 months?

1. Yes
2. No

22. How many other business owners do you discuss business matters such as pricing, staffing, marketing, or other business issues at least once a month with? \_\_\_\_\_

23. During 2012 have you taken part in any training program to improve your business skills?

1. Yes
2. No -> go to next section

24. Which of the following types of training did you receive?

	Yes	No
1. Training course offered by Secondary or technical school	1	2
2. Training course offered by university	1	2
3. Training provided through the YouWin! program	1	2
4. Other training offered by government / NGO	1	2
5. Other (specify _____)	1	2

25. Approximately how many hours of training did you receive? \_\_\_\_\_

26. What areas of running a business were covered by the training **(MULTIPLE CODES POSSIBLE)**

1. Developing a business plan
2. Accounting / maintaining business records
3. Customer / supplier relations
4. Marketing
5. Management of employees
6. Organization of production
7. Technical training
8. Other

27. Have you made changes to the way your business operates as a result of participating in this training?

1 = Yes
2 = No -> next section

28. What has been the most major change you have made as a result of this training?

\_\_\_\_\_

**SECTION 6: FINANCING YOUR BUSINESS**

1. What percentage of the start-up capital of the business came from each of the following sources?

*[Interviewer: write 0 if no funds from source]*

Source	%
a. Own savings	
b. Loans from family	
c. Loans from friends	
d. Remittances from abroad	
e. Bank loan	
f. Loan from a Microfinance organization	
g. Private moneylenders	
h. Sale of household assets	
i. Credit from Customers	
j. Credit from Suppliers	
k. Inherited from your parents or Inherited from other family members	
l. Grant from Government or an NGO	
m. Other. Specify.....	
<b>Total</b>	<b>100%</b>

OR:

n. No start-up funds were needed	997
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3. Think about the investment you made to start the business. If you were to start the firm today with the same equipment, inventories, etc., how much would you need to invest in:

a. Land and Buildings	
b. Machinery, equipment and working capital	

4. Do you have a bank account (eg: savings, current, fixed deposit) you use for your business?

1. Yes
2. No

5. Has your business taken a loan from any source (including loans from family and friends) in 2012?

1 = Yes
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2 = No -> go to 9
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6. Which of the following sources did you take loans from? (multiple answers possible)

a. Bank
---------

b. Microfinance organization
------------------------------

c. Moneylender
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d. NGO
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e. Family or Friends
----------------------

f. Other (specify) _____
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7. What was the total amount of loans you took out for your business in 2012?

\_\_\_\_\_ Naira

8. What was the main purpose of these loans?

**INT: SINGLE CODE ONLY**

1= Working capital
--------------------

2 = Fixed equipment
---------------------

3= Buildings or Land
----------------------

4 = Product development
-------------------------

5 = Other (specify)
---------------------

9. Did you apply for any loans in 2012 that you were turned down for?

1 = Yes
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2 = No
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10. Did you receive any new investments in your business from partners, shareholders, or other equity-holders in 2012?

1 = Yes
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2 = No -> <b>GO TO THE NEXT SECTION</b>
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11. How much new investment did you receive?

**INT: WRITE IN EXACT AMOUNT AND CODE IN APPROPRIATE CATEGORIES**

--

Less than N250,000	1
N250,000 - N500,000	2
N500,000 - N750,000	3
N751,000 – N1,000,000	4
N1,000,001 – N1,250,000	5
N1,250,001 – N1,500,000	6
N1,500,001 – N2,000,000	7
N2,000,001 – N3,000,000	8
N3,000,001 – N4,000,000	9
N4,000,001 – N5,000,000	10
N5,000,001 – N7,500,000	11
N7,500,001 – N10,000,000	12
Above N10,000,000	13

12. What was the main use of this new investment?

**INT: SINGLE CODE ONLY**

1= Working capital
2 = Fixed equipment
3 = Buildings or Land
4 = Product development
5 = Other (specify)

**SECTION 7: BUSINESS FINANCIALS**

1. Do you have any inventories in stock, products for sale, raw materials, products in production, spare parts, or other such materials currently held at your business?

1. Yes
2. No           -> <b>Q3</b>

2. At market prices, what is the value you calculate of your current inventories?

**INT: WRITE IN EXACT AMOUNT AND CODE IN APPROPRIATE CATEGORIES**

--

Less than N250, 000	1
N250,000 - N500, 000	2
N500, 000 - N750,000	3
N751, 000 – N1, 000,000	4
N1, 000, 001 – N1, 250, 000	5
N1, 250, 001 – N1, 500, 000	6
N1, 500, 001 – N2, 000, 000	7
N2, 000, 001 – N3, 000, 000	8
N3, 000, 001 – N4, 000, 000	9
N4, 000, 001 – N5, 000, 000	10
N5, 000, 001 – N7, 500, 000	11
N7, 500, 001 – N10, 000, 000	12
Above N10, 000, 000	13

3. During 2012 have you purchased any machinery, equipment, land or buildings for your business that totals more than 100,000 Naira in value?

i. = Yes
ii. = No -> <b>Q5</b>

4. How much in total did you spend this year on:

**INT: WRITE IN EXACT AMOUNT AND CODE IN APPROPRIATE CATEGORIES**

<b>a. New Machinery and equipment</b>	<b>b. New land and buildings</b>

Less than N250, 000	1
N250,000 - N500, 000	2
N500, 000 - N750,000	3
N751, 000 – N1, 000,000	4
N1, 000, 001 – N1, 250, 000	5
N1, 250, 001 – N1, 500, 000	6
N1, 500, 001 – N2, 000, 000	7
N2, 000, 001 – N3, 000, 000	8
N3, 000, 001 – N4, 000, 000	9
N4, 000, 001 – N5, 000, 000	10
N5, 000, 001 – N7, 500, 000	11
N7, 500, 001 – N10, 000, 000	12
Above N10, 000, 000	13

5. Can you tell me the total monthly sales of your business in THE LAST MONTH from all sources, including manufacturing, trade and services? Naira \_\_\_\_\_

<b>TOTAL MONTHLY SALES LAST MONTH</b>

Less than N250, 000	1
N250,000 - N500, 000	2
N500, 000 - N750,000	3
N751, 000 – N1, 000,000	4
N1, 000, 001 – N1, 250, 000	5
N1, 250, 001 – N1, 500, 000	6
N1, 500, 001 – N2, 000, 000	7
N2, 000, 001 – N3, 000, 000	8
N3, 000, 001 – N4, 000, 000	9
N4, 000, 001 – N5, 000, 000	10
N5, 000, 001 – N7, 500, 000	11
N7, 500, 001 – N10, 000, 000	12
Above N10, 000, 000	13

6. Can you tell me the total revenues of your business for 2012 to date? Naira \_\_\_\_\_

<b>TOTAL REVENUE FOR 2012</b>

Less than N250, 000	1
N250,000 - N500, 000	2
N500, 000 - N750,000	3
N751, 000 – N1, 000,000	4
N1, 000, 001 – N1, 250, 000	5
N1, 250, 001 – N1, 500, 000	6
N1, 500, 001 – N2, 000, 000	7
N2, 000, 001 – N3, 000, 000	8
N3, 000, 001 – N4, 000, 000	9
N4, 000, 001 – N5, 000, 000	10
N5, 000, 001 – N7, 500, 000	11
N7, 500, 001 – N10, 000, 000	12
Above N10, 000, 000	13

7. How do your sales now compare to your sales one year ago?

**INT: SINGLE CODE ONLY**

i.	= Lower than one year ago
ii.	= Same as one year ago - > Q9
iii.	= Higher than one year ago
iv.	= I was not in business one year ago -> Q9

8. What percentage higher (or lower) are your sales now compared to one year ago?

i.	= Higher than one year ago by .....% <b>(WRITE IN)</b>
ii.	= Lower than one year ago .....% <b>(WRITE IN)</b>

9. What was the total income the business earned during the last month after paying all expenses including wages of employees, but not including any income you paid yourself. That is, what were the PROFITS of your business during the last month?

<b>TOTAL INCOME EARNED LAST MONTH</b>

Less than N250, 000	1
N250,000 - N500, 000	2
N500, 000 - N750,000	3
N751, 000 – N1, 000,000	4
N1, 000, 001 – N1, 250, 000	5
N1, 250, 001 – N1, 500, 000	6
N1, 500, 001 – N2, 000, 000	7
N2, 000, 001 – N3, 000, 000	8
N3, 000, 001 – N4, 000, 000	9
N4, 000, 001 – N5, 000, 000	10
N5, 000, 001 – N7, 500, 000	11
N7, 500, 001 – N10, 000, 000	12
Above N10, 000, 000	13

10. (a) What were your PROFITS during the best month for sales this year? Naira\_\_\_\_\_

<b>TOTAL PROFITS EARNED</b>

Less than N250, 000	1
N250,000 - N500, 000	2
N500, 000 - N750,000	3
N751, 000 – N1, 000,000	4
N1, 000, 001 – N1, 250, 000	5
N1, 250, 001 – N1, 500, 000	6
N1, 500, 001 – N2, 000, 000	7
N2, 000, 001 – N3, 000, 000	8
N3, 000, 001 – N4, 000, 000	9
N4, 000, 001 – N5, 000, 000	10
N5, 000, 001 – N7, 500, 000	11
N7, 500, 001 – N10, 000, 000	12
Above N10, 000, 000	13

(a) Which month was this?

**INT: SINGLE CODE ONLY**

January	1
February	2
March	3
April	4
May	5
June	6
July	7
August	8
September	9
October	10
November	11
December	12

11. Can you tell me about the product or service you sell **the most**:

a. What is this product or service? ..... <b>(WRITE IN)</b>
b. How much do you sell each unit of this product or service for? ..... <b>(WRITE IN)</b>
c. How much does it cost you to produce each unit of this product or service? ..... <b>(WRITE IN)</b>
d. How much units of this product or service did you sell last month? ..... <b>(WRITE IN)</b>

**SECTION 8: BUSINESS PRACTICES**

1 Which of the following have you done in the last three months?

*(Mark 1=Yes, 2=No for each)*

1a Visited one of your competitor's businesses to see what prices they are charging?

1. Yes      2. No      99. No competitor

1b Visited one of your competitor's businesses to see what products they have available for sale?

1. Yes      2. No      99. No competitor

1c Asked your existing customers whether there are any other products they would like you to sell or produce?

1. Yes      2. No

1d Talked with a former customer to find out why they have stopped buying from your business?

1. Yes      2. No      99. No former customer

1e Asked a supplier about which products are selling well in your industry?

1. Yes      2. No

99. Supplier has no knowledge of industry (eg. provides general inputs)

2 In the last three months have you used any special offer to attract customers?

1. Yes      2. No

3 In the last six months, have you done any form of advertising?

1. Yes
2. No

4 Have you used any method to measure the effectiveness of the advertising?

1. Yes      2. No

5 Do you normally make suggestions of other items that customers might want to buy?

1. Yes      2. No

6. In the last three months have you attempted to negotiate with a supplier for a lower price on raw materials or goods purchased?

1. Yes
2. No
3. No supplier -> Q8

7 In the last three months, have you compared the prices or quality offered by alternate suppliers/sources of raw materials or purchased goods to the supplier/source you have?

1. Yes	2. No
--------	-------

8 Do you keep goods to sell, or of raw materials to use in providing a service?

1. Yes
2. No → Q 11

9 How frequently do you run out of stock of these inventories or raw materials?

1. Never, I always have enough on hand → Q 11

2. Not very frequent, once every 6 months or so

3. Once every three months

4. Once a month or more frequent

10 How long does it take to obtain goods for which you have run out of stock?

1. A day or less
2. More than a day, less than a week
3. A week
4. More than a week, less than a month
5. A month or more

11 Do you have a record-keeping system which allows you to know how much stock you have on hand at any point in time?

1. Yes
2. No

12 Do you record every purchase and sale made by the business?

1. Yes	2. No
--------	-------

13 Are you able to use your records to see how much cash your business has on hand at any point in time?

1. Yes	2. No
--------	-------

14 Do you regularly use your records to know whether sales of a particular product are increasing or decreasing from one month to another?

1. Yes	2. No
--------	-------

15 Have you worked out the cost to you of each main product you sell?

1. Yes	2. No
--------	-------

16 Do you know which goods you make the most profit per item selling?

1. Yes	2. No
--------	-------

17 Do you have a written budget which tells you how much you have to pay each month for rent, electricity, equipment maintenance, transport, advertising, and other indirect costs of the business?

1. Yes	2. No
--------	-------

18 If you wanted to apply for a bank loan, and were asked to provide records to show that you have enough money left each month after paying business expenses to repay a loan, would your records allow you to document this to the bank?

1. Yes	2. No
--------	-------

19 How frequently do you review the financial strength/performance of your business and analyze/identify areas for improvement?

**INT SHOW CARD**

1. Never
2. Once a year or less frequent
3. Two or three times a year
4. Monthly or more often

20 Do you have a target set for sales over the next year?

- 1. Yes
- 2. No → go to 22

21 How frequently do you compare actual performance to your target?

1. Never / do not compare
2. Once a year or less frequent
3. Two or three times a year
4. Monthly or more often

22 Have you made a budget of what costs facing your business are likely to be over the next year?

1. Yes	2. No
--------	-------

### SECTION 9: PARTICIPATION IN GOVERNMENT PROGRAMS FOR YOUNG ENTREPRENEURS

- 1. Which of these programmes are you aware of?
- 2. Which of these programmes have you ever participated in?

	Q1	Q2
FATE Foundation's aspiring entrepreneurs program	1	1
FATE Foundation's emerging entrepreneurs program	2	2
FATE Short Entrepreneurial Courses	3	3
FATE Alumni Business and Support Services:	4	4
Center for Micro-Enterprise Development's Training on Micro Finance and Micro Enterprise	5	5
Youth Enterprise with Innovation in Nigeria (YouWin!) program	6	6

3. We will now talk specifically about the Youth Enterprise with Innovation in Nigeria (YouWin!) program last year. Did you apply last year for the Youth Enterprise with Innovation in Nigeria (YouWin!) program?

- i. = Yes
- ii. = No -> Q12

4. Were you selected to attend a business plan training event

1= Yes
2= No -> Q12

5. Did you attend this training?

1= Yes
2 = No -> Q12

6. Do you use any of the material taught in the business plan training event in your business today?

i.	= Yes -> what? _____
ii.	=No

7. Are you one of the YouWin! award winners?

i.= Yes
ii.= No -> Q12

8. How much money has your business received from the YouWin program to date? \_\_\_\_\_

<b>TOTAL INCOME EARNED</b>

N0 (No money)	1
Less than N250, 000	2
N250,000 - N500, 000	3
N500, 000 - N750,000	4
N751, 000 – N1, 000,000	5
N1, 000, 001 – N1, 250, 000	6
N1, 250, 001 – N1, 500, 000	7
N1, 500, 001 – N2, 000, 000	8
N2, 000, 001 – N3, 000, 000	9
N3, 000, 001 – N4, 000, 000	10
N4, 000, 001 – N5, 000, 000	11
N5, 000, 001 – N7, 500, 000	12
N7, 500, 001 – N10, 000, 000	13
Above N10, 000, 000	14

9. *If greater than zero.* What have you spent that money on?

a.	Raw Materials/Working Capital
b.	Business Equipment or Machinery
c.	Land or Buildings for my Business
d.	Hiring a Consultant
e.	Product Development
f.	Other (specify) _____

10. Have you participated in the School for Start-ups program/Entrepreneurship Bootcamps offered to YouWin winners?

i.	= Yes
ii.	= No -> 12

11. Have you made any changes to the business as a result of what you have learned in these events ?

1= Yes -> what? \_\_\_\_\_

2 = No

12. How many of the other winners do you talk business with at least once every 2-3 months?

<b>WRITE IN</b>
-----------------

13. Has winning the YouWin! competition changed your business in any of the following ways?

	YES	NO
a. Given you more confidence in my ability to succeed in business	1	2
b. Increased the reputation of my business allowing me to get new customers	1	2
c. Provided me with access to bank financing	1	2
d. Reduced the amount of harassment or requests for bribes I receive from officials	1	2
e. Increased the amount of harassment or requests for bribes I receive from officials	1	2
f. Increased the amount of requests for help I get from extended family	1	2

14. Apart from the programmes we have just discussed, have you participated this year in any other programs run by government or NGOs that are intended to help young entrepreneurs grow their businesses?

i. = Yes

ii. = No ->14

15. (a) What were the other programs you participated in, and what did you receive from them?

*Note, multiple answers are possible for what the program provided.*

Program name	What Training provided (Training, Grant, Loan, Other)
Program 1:..... (Write In)	
Program 2: :.....(Write In)	
Program 3: :.....(Write In)	

12. If you could change one law that affects your business, what law would you change and what would you change it to?

LAW TO CHANGE	SUGGESTED CHANGE

**(Interviewer: Ask as an open -ended question, and record comments. Then mark the category which corresponds to the area chosen.)**

1. Labor laws
2. Business registration laws
3. Tax laws
4. Health regulations
5. Interest rates / finance related regulations
6. Trade policy
7. Education / training laws
8. Marketing related laws
9. Permits and licenses
10. Environment related laws
11. Other (Specify)\_\_\_\_\_

#### SECTION 10: BUSINESSES WHICH HAVE CLOSED DOWN

1. At any time in 2012 have you owned and operated a business which is now closed down?

- 1 = Yes
- 2 = No - > Section 11

2. What type of business did you own and operate?

- a. Respondent's answer : \_\_\_\_\_
- b. ISIC revision 4 3-digit code : (codes are on pages 45-61 of [http://unstats.un.org/unsd/publication/seriesM/seriesm\\_4rev4e.pdf](http://unstats.un.org/unsd/publication/seriesM/seriesm_4rev4e.pdf))

3. When did this business close down?

Month \_\_\_\_\_ Year \_\_\_\_\_

4. What was the main reason the business closed down?

- 1 = Business was not profitable
- 2 = Own or family illness
- 3 = A better job opportunity came along
- 4= I found the work too tiring or hours too long
- 5 = Shut down by a government inspector
- 6 = Other (specify)\_\_\_\_\_

## SECTION 11: CURRENT WORK STATUS OF NON-BUSINESS OWNERS

1. In the last month did you work at all for pay as a wage or salary earner, casual worker, agricultural worker, commission worker, or other job?  
1 = Wage or salary worker  
2 = Casual worker  
3 = Paid on commission or other basis  
4 = Agricultural worker  
5 = Other form of paid work (specify) \_\_\_\_\_  
6 = Did not work for pay -> **Go to the next section**

2. What was this job and in what industry? (e.g. bank teller, farm worker, etc.)

*If more than one job, answer about the main job worked in*

- a. Respondent answer \_\_\_\_\_
- b. Industry code (use 21 categories on page 43 of [http://unstats.un.org/unsd/publication/seriesM/seriesm\\_4rev4e.pdf](http://unstats.un.org/unsd/publication/seriesM/seriesm_4rev4e.pdf))
- c. Occupation code: (use 2-digit codes, eg. [http://www.bls.gov/soc/major\\_groups.htm](http://www.bls.gov/soc/major_groups.htm))

3. How many hours did you work in a typical week last month in this job?

4. How much did you earn last month working in this job?

## SECTION 12: PLANS AND PROGRESS TOWARDS STARTING A NEW BUSINESS

1. Are you interested in starting a new business in the next 12 months?  
1 = Yes -> Q3  
2 = No

2. Which of the following are reasons you are not interested in starting a new business?

	YES	NO
I am happy with the job I currently have	1	2
Need to care for children or other family members	1	2
I don't have the financing I need to start a business	1	2
I don't have any ideas about what type of business to start	1	2
I am not confident I could run a business	1	2
Other (specify)_____	1	2

**Then go to the next section**

3. What type of business would you like to start?

a. Respondent's answer : \_\_\_\_\_

b. ISIC revision 4 3-digit code : (codes are on pages 45-61 of [http://unstats.un.org/unsd/publication/seriesM/seriesm\\_4rev4e.pdf](http://unstats.un.org/unsd/publication/seriesM/seriesm_4rev4e.pdf))

or c. Respondent does not know which type of business they would like to start.

4. Have you identified the specific location where you expect to conduct this business ?

1 = Yes

2 = No -> **Go to the next section**

5. Which of the following best describes that location?

1. Located in a main marketplace
2. Located in a secondary marketplace
3. Located on a busy street with lots of other businesses around
4. Located on a quiet street with other businesses around
5. Located in a residential area outside of my dwelling
6. Located on a farm
7. Located in my dwelling
8. Will operate out of customer's homes or businesses
9. Will operate a transport business

5. Think about the investment you are hoping to make to start the business. At the start how much money would you need to invest in equipment, inventories, etc. a. Please let me know the estimated amount if you were to buy outright b. or the estimated amount if you were to rent:

Investment	Value	Rental per month (if rented)
a. Land and Buildings		
b. Machinery, equipment and working capital i.e raw material.		

Or c. Respondent has not yet identified what the costs of starting the business will be.



7. Have you taken any of the following steps towards opening a business?

	YES	No
a. Have talked to people in the location I wish to operate to gauge the demand for this new business	1	2
b. Worked out how much money you would need to start this new business	1	2
c. Visited some of the competitors for my proposed business to see how they operate and their prices	1	2
d. Taken a training course to get skills for this new line of business	1	2
e. Identified sources of financing to pay for the costs of starting a business	1	2
f. Applied for a bank loan to help start a business	1	2
g. Applied to a government program for funding or help in starting a business	1	2
h. Other (specify) _____	1	2

8. When do you expect to start your new business ?

Month \_\_\_\_\_ Year \_\_\_\_\_

### SECTION 13: PARTICIPATION IN GOVERNMENT PROGRAMS FOR PROSPECTIVE ENTREPRENEURS

I am now going to be asking you some questions about some training programmes for young entrepreneurs.

- Which of these programmes are you aware of?
- Which of these programmes have you ever participated in?

	Q1	Q2
FATE Foundation's aspiring entrepreneurs program	1	1
FATE Foundation's emerging entrepreneurs program	2	2
FATE Short Entrepreneurial Courses	3	3
FATE Alumni Business and Support Services:	4	4
Center for Micro-Enterprise Development's Training on Micro Finance and Micro Enterprise	5	5
Youth Enterprise with Innovation in Nigeria (YouWin!) program	6	6

3. We will now talk specifically about the Youth Enterprise with Innovation in Nigeria (YouWin!) program last year. Did you apply last year for the Youth Enterprise with Innovation in Nigeria (YouWin!) program?

- = Yes
- = No -> Q13

4. Were you selected to attend a business plan training event

- 1= Yes  
2= No -> Q13

5. Did you attend this training?

- 1= Yes  
2 = No -> Q13

6. Do you use any of the material taught in the business plan training event towards helping plan opening a business?
- = Yes -> what? \_\_\_\_\_
  - = No
7. Did participating in this training cause you to change your mind about wanting to open a business once you saw what was involved?
- = Yes, it made me no longer want to start a business
  - = Yes, I was not sure about starting a business and it made be sure
  - = No, it had no effect on my desire to start a business
8. Are you one of the YouWin! award winners?
- = Yes
  - = No -> Q13
9. How much money has your business received from the YouWin! program to date? \_\_\_\_\_

<b>TOTAL MONEY RECEIVED</b>

N0 (No money)	1
Less than N250, 000	2
N250,000 - N500, 000	3
N500, 000 - N750,000	4
N751, 000 – N1, 000,000	5
N1, 000, 001 – N1, 250, 000	6
N1, 250, 001 – N1, 500, 000	7
N1, 500, 001 – N2, 000, 000	8
N2, 000, 001 – N3, 000, 000	9
N3, 000, 001 – N4, 000, 000	10
N4, 000, 001 – N5, 000, 000	11
N5, 000, 001 – N7, 500, 000	12
N7, 500, 001 – N10, 000, 000	13
Above N10, 000, 000	14

10. *If greater than zero.* What have you spent that money on? Total must add up to the amount at Q9
- Raw Materials/Working Capital
  - Business Equipment or Machinery
  - Land or Buildings for my Business
  - Hiring a Consultant
  - Product Development
  - Other (specify) \_\_\_\_\_

11. Have you participated in the School for Start-ups program/Entrepreneurship Bootcamps offered to YouWin winners?

- i. = Yes
- ii. = No -> Q11

12. Have you made any changes to your plans to start a business as a result of what you have learned in these events ?

1 = Yes -> what? \_\_\_\_\_

2 = No

13. How many of the other winners do you talk business with at least once every 2-3 months?

14. Has winning the YouWin! competition changed your business in any of the following ways?

	YES	NO
a. Given me more confidence in my ability to succeed in business	1	2
b. Increased the reputation of my potential business allowing me to get new customers	1	2
c. Provided me with access to bank financing	1	2

13. Apart from the training programmes I have mentioned earlier, have you participated this year in any other programs run by government or NGOs that are intended to help young entrepreneurs start their businesses?

1 = Yes

a. = No

14. What were the other programs you participated in, and what did you receive from them?

*Note, multiple answers are possible for what the program provided.*

Program name	What Training provided (Training, Grant, Loan, Other)
Program 1:..... (Write In)	
Program 2: :.....(Write In)	
Program 3: :.....(Write In)	

**SECTION 14: FUTURE FOLLOW-UP**

We would like to come back in between 6 months and 1 year and check how your business is faring, as well as sharing some of the results of the research done with this data with you. In case you move or change phone numbers before this time, we would appreciate it if you could provide the contact details of two friends or family members who would be able to help us get in contact with you if you move.

Contact 1:

Name: \_\_\_\_\_

Relationship to you: \_\_\_\_\_

Contact phone number(s): \_\_\_\_\_

Contact email: \_\_\_\_\_

Contact address: \_\_\_\_\_

Contact 2:

Name: \_\_\_\_\_

Relationship to you: \_\_\_\_\_

Contact phone number(s): \_\_\_\_\_

Contact email: \_\_\_\_\_

Contact address: \_\_\_\_\_

*End survey*

**INTERVIEWER IMPRESSIONS**

Any comments or notes from interviewer should be recorded here \_\_\_\_\_