

SBA Message Testing Questionnaire
(including screening questions)

PART A: SCREENER

SP=Single Punch
MP=Multiple Punch

PLEASE NOTE: According to the Paperwork Reduction Act OF 1995, no person is required to respond to a collection of information (such as this questionnaire) unless the collection displays a valid OMB control number. The valid OMB control number for this information collection is 3245-XXXX. The time required to complete this information collection is estimated to average 15 minutes. If you have any comments concerning the accuracy of the time estimate(s) or suggestions for improving this questionnaire, please submit your comments or suggestions to U.S. Small Business Administration, 409 Third Street, SW, Washington, DC 20416 or SBA Desk Officer, Office of Management and Budget New Executive Office Bldg., Rm. 10202, Washington, DC 20503.

- S1. Are you, have you ever been or are you considering becoming a small business owner or managing a small business? (If no, thank and end. If yes, verify they are either a CEO, COO, or CFO, i.e., holds a decision-making role in the business.)
- S2. In what stage of entrepreneurship do you currently consider yourself? Please select one.
- a. INTENDING TO START OR TAKE OVER A BUSINESS within the next 1-2 years (i.e., has actively taken one or more steps to start a business such as investigated how to start, sought counseling, or is planning to take over the management of an existing small business, etc.)
 - b. A START UP (i.e., has been in business for up to 12 months, is likely registered, owner may have other sources of employment, business may bring in limited or no revenue)
 - c. "YOUNG" SMALL BUSINESS/SURVIVAL STAGE (i.e., has been in operation at least a year, likely at least 1-3 years, may have employees other than self, likely has acquired debt or equity capital to sustain itself, has a continuous revenue stream)
 - d. "MATURE" SMALL BUSINESS (i.e., has been in operation at least 3-5 years, is self-sustaining/has a constant revenue stream, employs at least one other employee, and owner has no other employment)
 - e. FORMER SMALL BUSINESS (i.e., use to own a small business but closed or sold the business within the last 5 years)
 - f. NONE OF THE ABOVE – **THANK & TERMINATE**
- S3. What would you describe as your primary business goal within the next 3-5 years?
- a. Start a business.

SBA Message Testing Questionnaire
(including screening questions)

- b. Grow my business.
- c. Business survival/stay afloat/stabilize.
- d. Maintain current business size/revenue.
- e. Close or sale of current business.

S4. How many years has your company been in business?

- 1. Less than 1 year
- 2. 2-4
- 3. 5-9
- 4. 10-19
- 5. 20 or more

[SP]

S5. **OWNER:** In what state is the majority of your business operations located?
ASPIRING OWNER: In what state or U.S. territory will the majority of your business operations be located?

[INSERT DROP DOWN BOX WITH 50 STATES]

[SP]

S6. How old are you?

- 1. Under 18 - **TERMINATE**
- 2. 18-29
- 3. 30-39
- 4. 40-49
- 5. 50 or older

[SP]

S7. What is your gender?

- 1. Male
- 2. Female
- 3. Prefer not to answer

[MP]

S8. Which of the following best describes you? You may select more than one response.

- 1. American Indian or Alaska Native
- 2. Asian
- 3. Black/African-American
- 4. Hispanic/Latino
- 5. Pacific Islander

SBA Message Testing Questionnaire
(including screening questions)

6. White (non-Hispanic)
7. Other
8. Prefer not to answer

- S9. Are you now or have you ever served in any branch of the U.S. Armed Forces, including the Coast Guard, the National Guard or a Reserve component of any service branch?
1. Yes
 2. No

SBA Message Testing Questionnaire
(including screening questions)

PART B: MAIN QUESTIONNAIRE

Now we would like to ask you a few questions about the SBA.

[SP]

Q1. Please select the phrase that best describes your level of familiarity with the SBA and its services.

- 1. I am employed by the SBA - **TERMINATE**
- 2. I have never heard of the SBA – **SKIP TO Q4**
- 3. I have heard of the SBA but I'm not sure what they offer exactly
- 4. I am somewhat familiar with the SBA
- 5. I am familiar with the SBA but don't know about all the services they provide
- 6. I am very familiar with the SBA and the services they provide

[RANDOMIZE LIST. SP]

Q2. What does the SBA stand for? Please select one. If you don't know, just select "Not sure".

- 1. Small Business Association
- 2. Small Business Administration
- 3. Small Businesses of America
- 4. Not sure

[SP]

Q3. What is your overall opinion of the SBA?

Poor	Fair	Good	Excellent	Not sure/Don't know enough about the SBA
1	2	3	4	5

[ASK IF Q3=1 or 2]

Q3a. Why do you say you have a [poor/fair] image of the SBA? Please be as detailed as possible.

SBA Message Testing Questionnaire
 (including screening questions)

Now we will show you a few messages that the SBA (Small Business Administration) is considering to use in its communications to small businesses. We will ask you questions about each one.

[Q4-9 WILL BE ASKED OF EACH MESSAGE TESTED. THE ORDER IN WHICH EACH MESSAGE APPEARS WILL BE RANDOMIZED]

The first/next message is [INSERT MESSAGE]

[SP]

Q4. How **appealing** is this message to you as a business owner, if at all?

Not appealing at all				Very appealing
1	2	3	4	5

[SP]

Q5. How **believable** is this message to you, if at all?

Not believable at all				Very believable
1	2	3	4	5

[SP]

Q6. What impact does this message have on your **interest** in learning about the SBA?

Makes me much less interested in the SBA				Makes me much more interested in the SBA
1	2	3	4	5

[GRID FORMAT. SP PER ROW. SP]

Q7. How much do you agree or disagree with each of the statements below regarding this message?

RANDOMIZE LIST	Completely disagree				Completely agree
	1	2	3	4	5
This message fits with the <i>current</i> image I have of the SBA (Do not include if Q1=1)					
This message speaks to today's small businesses					
This message is clear/easy to understand					
This message makes me want to seek out SBA services					
This message is exciting					
This message seems outdated					
This message is new & different					

SBA Message Testing Questionnaire
(including screening questions)

(DO NOT ASK IF Q1=1)

Q8. What impact, if at all, does this message have on your image of the SBA?

Greatly harms my image of the SBA				Greatly improves my image of the SBA
1	2	3	4	5

[OPEN-END]

Q9. Why do you say that? Please be as detailed as possible.

[AFTER ALL MESSAGES HAVE BEEN EVALUATED, ASK:]

Q10. Now we would you to rank the messages you have evaluated based on how appealing they were to you as a business owner. A "1" will go to the message you like most, a "2" for the message you like next, and so on until all messages have been ranked.

Rank	Message

[RANDOMIZE LIST. MP]

Q11. How would you prefer to receive communications/advertising regarding the SBA?
Please select all that apply.

1. TV
2. Online – **ask q11a**
3. Radio
4. Printed Magazines – **ask 11b**
5. Printed Newspapers – **ask 11c**
6. Other (SPECIFY)
7. None of these

SBA Message Testing Questionnaire
(including screening questions)

[ASK IF Q11=2. RANDOMIZE LIST. MP]

Q11a. How would you prefer to receive online communications/advertising regarding the SBA? Please select all that apply.

1. Social media platforms (Facebook, Twitter, LinkedIn, etc.)
2. SBA blogs
3. Email advertising
4. Financial websites (banks, lenders, etc.)
5. Small business resource websites
6. Online news sites
7. Other (SPECIFY)

[ASK IF Q11=4. RANDOMIZE 1 & 2. SP]

Q11b. Would you prefer to see SBA communications/advertising in printed consumer magazines, trade magazines, or both? Please select one.

1. Consumer magazines
2. Trade magazines
3. Both

[ASK IF Q11=5. RANDOMIZE 1 & 2. SP]

Q11c. Would you prefer to see SBA communications/advertising in printed consumer newspapers, trade newspapers, or both? Please select one.

1. Consumer newspapers
2. Trade newspapers
3. Both

SBA Message Testing Questionnaire
 (including screening questions)

12. If I told you that the SBA is the U.S. Small Business Administration, an agency of the federal government whose mission it is to aid, counsel, assist and protect the interests of small businesses, how, if at all, does that information:

	Makes the messages much less credible		Makes no difference		Makes the messages much more credible
	1	2	3	4	5
Impact the credibility of the messages you just ranked?					

	Makes the messages much less appealing		Makes no difference		Makes the messages much more appealing
	1	2	3	4	5
Affect the appeal of the messages you just ranked?					

	Makes me much less interested in the SBA		Makes no difference		Makes me much more interested in the SBA
	1	2	3	4	5
Impact your interest in learning more about the SBA?					

Those are all of the questions we have for you today. Thank you very much for participating in our survey.

END OF SURVEY