**Questionnaire instrument**

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| **Questionnaire Serial Number** | **Variable Name** | **Coding** |
| **SECTION A: DEMOGRAPHIC INFORMATION** | | |
| **A1** | **Sex of the respondent** | 1=Male, 2=Female |
| **A2** | **Age of respondent** | 1= [18-19]  2= [20-25]  3= [26-30]  4= [31-35]  5= Above 35  6= Prefer not to answer |
| **A3** | **Location Per Province** | 1= KwaZulu-Natal |
| 2= Western Cape |
| 3= Eastern Cape |
| 4= Mpumalanga |
| **A4** | **Location Per District** | 1= Alfred Nzo |
| 2= Buffalo City |
| 3= King Cetshwayo |
| 4= Ugu |
| 5= Enhlanzeni |
| 6= Gert Sibande |
| 7= Nkangala |
| 8= City of Cape Town |
| **A5** | **Level of Education** | 1=Matric |
| 2=Post Matric |
| 3= Grade 12 |
| 4=Grade 11 |
| **SECTION B: ENTREPRENEURIAL KNOWLEDGE MINDSET AND SKILLS** | | |
| **Q6PRE**  **Q6POST** | An Entrepreneur is a person | 1= Has studied Business Management to start a big business |
| 2= Sees a gap in the market & then start a new business to meet those identified needs |
| 3= Offer goods and services to poor people in the community. |
| **Q7 PRE**  **Q7 POST** | Successful Entrepreneurs need a formal training at a business school like WITS to start and run a business | 1= True |
| 2= False |
| Unsure |
| **Q8PRE**  **Q8 POST** | It is a FACT that \_\_\_\_\_\_\_of micro businesses that are started by entrepreneurs fail | 1= 23% |
| 2= 63% |
| 3= 83% |
| **Q9PRE**  **Q9POST** | Product or Service Marketing is the means by which a product or service is made known and sold to customers. | 1= True |
| 2= False |
| 3=Unsure |
| **Q10PRE**  **Q10POST** | A positive mindset and good habits (like hard-working) will help me succeed in the business. | 1= True |
| 2= False |
| 3= Unsure |
| **Q11PRE**  **Q11POST** | All successful Entrepreneurs originally come from rich families and background and are well connected. | 1= True |
| 2= False |
| 3= Unsure |
| **Q12PRE**  **Q12POST** | What is Product Market Positioning | 1= Strategies for making maximum sells of my business |
| 2=The place where my business is located |
| 3= All of the above |
| **Q13PRE**  **Q13POST** | I can sell my products/service of my business through my company website, Facebook, Instagram, WhatsApp or We Chat etc.? | 1= True |
| 2= False |
| 3= Unsure |
| **Q14PRE**  **Q14POST** | Performing a good micro-value chain analysis in my local community can lead me to get an entry level paid job or business opportunity? | 1= True |
| 2= False |
| 3= Unsure |