

WORK PACKAGE 2 WAVE 1 INTERVIEW SCHEDULE FOR MICROBUSINESS OWNERS

[ABOUT THE BUSINESS]

- What is the business name?
- What is your name/role in the business?
- What is the main activity of the business?
- Roughly what year did the business begin? [Registered as a Trading Company?]
- What were the reasons for setting up the business?
- Do you have any other business interests? Please describe?

[OWNERSHIP]

- What is the structure of ownership? (E.g., Sole proprietor (owner-manager/ owner not engaged in day-to-day management); Partnership; Registered Company; Other) (Probe: Is there more than one owner?)
- Has the ownership changed much since the business started operating?
- Are any of the founders still involved in the day to day running of the business?
- Do you anticipate any ownership changes over the next year? (If yes, please describe)

[BUSINESS SUPPORT]

- Who do you go to for support?

[QUESTION FOR CREATIVE SECTOR PARTICIPANTS ONLY]

1. How do you make a living on a day-to-day basis? - Do you have other paid work?
2. How do you get commissions for your work/ performances? Why do you use these sources/ channels/ intermediaries/ agents?
3. How do you decide whether/ what/ who to charge? Please explain why (e.g., for profile/ to break into a new market, etc.)
4. What does 'value' mean to you? Is this different for customers/ audiences?

5. What do you value most about being in the creative sector?
6. What are the 'trade-offs' involved in working in the creative sector (e.g., freedom of expression versus precarity)?
7. What do you find most difficult about trying to earn/ make a living in the creative sector? What would help overcome these difficulties (i.e., what skills/ support/ advice would be beneficial)?
8. Do you have a formal/ informal business plan? If so, please can you outline it for me? If not, why not?

[COMPETITIVE POSITION & SURVIVAL]

- How would you describe the nature of the competition that you face? (little or none; local; national; international)
- How has competition changed over time? Describe.
- How have you coped with these competitive challenges?
- Any other challenges and how do you cope with these?
- What does the firm see as its survival prospects?
- What do you think will be the main issues for your firm in the next 12 months?

[DISCRIMINATION]

- Have you ever experienced (implicit or explicit) discrimination in the labour market [past (e.g., whilst setting up your business) or present]? How did you deal with this?
- Were you ever constrained to market niches due to discrimination/ other factors? How did you deal with this?