

Have you ever considered starting or opening a business of your own?



	Canada	GENDER		AGE			REGION					ANNUAL HOUSEHOLD INCOME			
		Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	<\$50k	\$50k-\$100k	\$100k+
Yes	44%	54%	36%	54%	47%	28%	35%	41%	34%	45%	47%	53%	42%	42%	54%
No	54%	44%	62%	42%	51%	72%	62%	57%	65%	51%	52%	47%	56%	55%	45%
Not sure	2%	2%	2%	4%	2%	1%	3%	2%	1%	4%	1%	0%	2%	4%	1%

In what industry or sector would your new business operate in?



	Have considered opening a business of their own	GENDER		AGE			REGION						ANNUAL HOUSEHOLD INCOME		
		Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	<\$50k	\$50k-\$100k	\$100k+
		Hospitality / Food	13%	9%	18%	18%	13%	6%	13%	20%	11%	12%	10%	21%	13%
Technology	10%	16%	2%	12%	10%	9%	8%	2%	7%	15%	8%	11%	11%	9%	12%
Finance / Business Services	10%	12%	7%	14%	9%	5%	9%	7%	6%	12%	10%	4%	9%	11%	14%
Entertainment / Recreation	8%	9%	6%	12%	6%	6%	10%	13%	13%	6%	8%	1%	6%	9%	6%
Arts / Fashion	8%	3%	15%	12%	6%	8%	6%	6%	4%	13%	8%	1%	9%	9%	5%
Repair / Maintenance	7%	11%	2%	8%	5%	10%	5%	4%	11%	7%	8%	11%	8%	6%	8%
Health / Social Services	7%	4%	10%	7%	7%	8%	9%	5%	8%	8%	5%	6%	12%	4%	5%
Construction	6%	9%	2%	8%	6%	2%	4%	1%	9%	5%	9%	2%	4%	9%	6%
Agriculture	4%	5%	3%	3%	4%	4%	1%	2%	14%	5%	1%	2%	2%	4%	6%
Transportation	3%	4%	2%	2%	3%	4%	4%	1%	1%	3%	4%	0%	3%	2%	5%
Real Estate	3%	3%	2%	4%	1%	4%	4%	3%	2%	4%	2%	0%	2%	1%	5%
Other	17%	15%	19%	20%	17%	13%	17%	21%	26%	18%	13%	10%	16%	17%	22%
None of these	11%	7%	15%	6%	12%	14%	11%	2%	1%	5%	23%	16%	10%	10%	11%
Not sure	16%	13%	19%	13%	17%	17%	19%	37%	16%	15%	5%	20%	16%	15%	15%

What motivates you to start a new business? Select all that apply.



	Have considered opening a business of their own	GENDER		AGE			REGION					ANNUAL HOUSEHOLD INCOME			
		Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	<\$50k	\$50k-\$100k	\$100k+
		53%	54%	53%	60%	56%	44%	47%	63%	45%	57%	49%	57%	49%	53%
Being your own boss / Not reporting to anyone	52%	52%	52%	57%	57%	41%	53%	68%	37%	50%	53%	52%	48%	53%	60%
Earning more than now	40%	43%	38%	50%	43%	29%	42%	56%	38%	43%	29%	43%	39%	42%	37%
Flexibility / Work-life balance	35%	30%	39%	44%	37%	23%	37%	45%	19%	38%	27%	36%	33%	30%	39%
Sense of adventure / Doing it for the fun of it	23%	24%	23%	29%	25%	17%	22%	30%	17%	24%	19%	32%	22%	21%	24%
Providing a new service / Creating something new	18%	18%	17%	19%	18%	16%	23%	19%	18%	19%	11%	17%	19%	16%	21%
Managing and mentoring others	6%	7%	6%	12%	4%	3%	5%	6%	9%	7%	5%	6%	8%	4%	7%
Other	3%	3%	3%	2%	4%	2%	2%	0%	5%	3%	3%	6%	3%	4%	3%

What holds you back from starting a new business? Select all that apply.



	Have considered opening a business of their own	GENDER		AGE			REGION					ANNUAL HOUSEHOLD INCOME			
		Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	<\$50k	\$50k-\$100k	\$100k+
Not having enough savings	38%	36%	39%	46%	44%	22%	26%	42%	29%	43%	38%	31%	46%	31%	29%
Worried about the risks involved	33%	29%	37%	33%	39%	25%	25%	31%	17%	43%	30%	27%	32%	33%	33%
Lack of experience running a business	28%	24%	32%	39%	27%	20%	23%	42%	17%	32%	24%	21%	30%	21%	28%
Happy with current job situation	20%	24%	17%	21%	21%	18%	22%	28%	27%	23%	11%	20%	14%	25%	30%
Not knowing if the service or product is viable	20%	19%	20%	22%	21%	17%	13%	14%	16%	24%	17%	30%	21%	18%	20%
Not knowing how to get started	20%	16%	23%	28%	21%	11%	15%	28%	8%	22%	22%	12%	19%	20%	19%
Difficulties to secure proper financing	18%	18%	18%	25%	19%	11%	20%	23%	12%	20%	15%	16%	26%	13%	10%
Dealing with too much regulation and bureaucracy	18%	21%	15%	17%	20%	16%	9%	9%	16%	20%	25%	14%	21%	18%	14%
Lacking the time to develop and implement a plan	15%	14%	15%	22%	14%	9%	17%	17%	16%	18%	8%	11%	16%	12%	18%
Other	7%	8%	7%	5%	4%	12%	9%	5%	20%	6%	4%	13%	9%	6%	4%