

2019 RBC Small Business Poll

3. Have you started or purchased your own business?

	Yes
	C
<b>Base: Business Owners (unwtd)</b>	<b>383</b>
<b>Base: Business Owners (wtd)</b>	<b>356</b>
18-34	85 24%
35-54	122 34%
55+	149 42%
Sigma	356 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

3x. Have you started or purchased your own business?

	Empty Nesters
	J
<b>Base: Thought Of Owning A Business (unwtd)</b>	<b>209</b>
<b>Base: Thought Of Owning A Business (wtd)</b>	<b>194</b>
Yes	89
	46%
	GHI
No	105
	54%
Sigma	194
	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E/F,G/H/I/J,K/L,M

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E/F,G/H/I/J,K/L,M

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

7. How much do you agree or disagree with each of the following? - Top 2 Box Summary

	Age 55+
	E
<b>Base: All Answering (unwtd)</b>	<b>760</b>
<b>Base: All Answering (wtd)</b>	<b>749</b>
I started/ consider starting my own business after retirement so that I could continue to use my experience and/or supplement my retirement income	370
	49%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

7. How much do you agree or disagree with each of the following? - Top 2 Box Summary

	Empty Nesters
	J
<b>Base: All Answering (unwtd)</b>	<b>418</b>
<b>Base: All Answering (wtd)</b>	<b>411</b>
I started/ consider starting a business now that my children are out of the home.	169
	41%

Overlap formulae used

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E/F,G/H/I/J,K/L,M  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B,C/D/E/F,G/H/I/J,K/L,M  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

## 2. Have you ever thought of owning your own business?

	Total		Age 1
	2019	2018	2019
			C
<b>Base: All Respondents (unwtd)</b>	<b>2007</b>	<b>2025</b>	<b>571</b>
<b>Base: All Respondents (wtd)</b>	<b>2007</b>	<b>2025</b>	<b>564</b>
Yes	1148	1090	394
	57%	54%	70%
			DE
No	859	935	170
	43%	46%	30%
Sigma	2007	2025	564
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

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11. Which of the following do you currently do?

	Age 18-34
	C
<b>Base: All Answering (unwtd)</b>	<b>477</b>
<b>Base: All Answering (wtd)</b>	<b>479</b>
Gig Economy (Net)	256
	53%
	DE

Overlap formulae used

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

6. How much do you agree or disagree with each of the following? - Top 2 Box Summary

	Age 18-34
	C
<b>Base: All Respondents (unwtd)</b>	<b>571</b>
<b>Base: All Respondents (wtd)</b>	<b>564</b>
Have control over my career	521
	92%
	E
Bring something new and exciting to the market	481
	85%
	DE
Do more meaningful work that aligns with my personal values	502
	89%
	E

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

7\_4. How much do you agree or disagree with each of the following? -  
 Top 2 Box Summary

	Total 2019	Age 18-34
		C
<b>Base: All Answering (unwtd)</b>	<b>2007</b>	<b>571</b>
<b>Base: All Answering (wtd)</b>	<b>2007</b>	<b>564</b>
I started/ consider starting a family business which I could pass on to my children	874	347
	44%	62%
		DE

Overlap formulae used

- Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

2019 RBC Small Business Poll

9. In preparation to open your business what did/ would you do?

	Business Owners	Aspiring Entrepreneurs
	C	D
<b>Base: All Respondents (unwtd)</b>	<b>383</b>	<b>815</b>
<b>Base: All Respondents (wtd)</b>	<b>356</b>	<b>792</b>
Research how to open a business, including seeking advice from other entrepreneurs and business professionals	121	540
	34%	68%
		CDF
Reach out to potential clients to drum up business	155	389
	44%	49%
	F	DF
Save money or pay off debt	81	413
	23%	52%
		CDF
Connect with investors	44	245
	12%	31%
		CDF
Test out a new business idea in my spare time	92	379
	26%	48%
		CDF
Seek out a coach/mentor or business advisor who can help me start and grow my business	74	365
	21%	46%
		CDF

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E/F,G/H/I/J,K/L,M

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E/F,G/H/I/J,K/L,M

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)