

How much do you agree or disagree with each of the following? -

Total - Top 2 Box Summary

	Small Business Owners/ Aspiring Entrepreneurs
	E
Base: All Answering (unwtd)	517
Base: All Answering (wtd)	510
The rising cost of living is a significant factor that is motivating / would motivate me to start a business or "side-hustle"	375
	74%
My chief aim for my small business is / would be to create a source of income on which I can support myself	394
	77%

Which of the following factors have made it easier to start a small business? - Total - Rank 1/2/3 Summary

	Small Business Owners/ Aspiring Entrepreneurs
	E
Base: All Answering (unwtd)	517
Base: All Answering (wtd)	510
Emerging technologies (i.e. social media platforms) that allow me to reach new markets and to explore new ways of doing business	238
	47%
Digital solutions that reduce the effort needed for administration / back-office aspects of running a business	213
	42%
Lower overhead costs as a result of being able to conduct most of my business or "side-hustle" online remotely	240
	47%
The rise of support for local businesses and the increased willingness of Canadians to shop local	201
	39%

How much you agree/disagree with the following statements? -
General Population - Top 2 Box Summary

	Gen Pop
	A
I believe small businesses have the ability to innovate at a more rapid rate than larger businesses.	1090
	73%
Small businesses are able to maintain a local presence by offering tailored products and services.	1292
	86%
	BCE

How much you agree/disagree with the following statement? I would be more likely to transact with a business if they... - General

	Gen Pop
	A
Base: All Respondents (unwtd)	1501
Base: All Respondents (wtd)	1501
Have an active presence in my local community	1065
	71%