

Have you ever thought of owning your own business?

	Total	AB	SK/MB	Ontario	Quebec	Atlantic
		B	C	D	E	F
<b>Base: All Respondents (unwtd)</b>	<b>2001</b>	<b>205</b>	<b>199</b>	<b>690</b>	<b>465</b>	<b>201</b>
<b>Base: All Respondents (wtd)</b>	<b>2001</b>	<b>226</b>	<b>124</b>	<b>770</b>	<b>478</b>	<b>134</b>
Yes	1183	137	75	525	217	83
	59%	60%	60%	68%	45%	62%
		E	E	E		E

Statistics:

Overlap formula used

- Column Proportions:

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

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

- Column Means:

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

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

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How much do you agree/disagree with the following statements? -  
 Current economic and market conditions are forcing small business  
 owners to be more proactive in their long term business planning

	Business Owners (BO)
<b>Base: All Respondents (unwtd)</b>	<b>440</b>
<b>Base: All Respondents (wtd)</b>	<b>421</b>
Strongly agree	192
	46%

Statistics:

Grid overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

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

- Column Means:

Columns Tested (5%): A/B/C/D/E

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

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How much do you agree/disagree with the following statements? -  
Being a small business owner is a viable way to earn a living

	Non Business Owners (Non - BO)
<b>Base: All Respondents (unwtd)</b>	<b>1561</b>
<b>Base: All Respondents (wtd)</b>	<b>1580</b>
Top 2 Box (Net)	1280
	81%

Statistics:

Grid overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

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

- Column Means:

Columns Tested (5%): A/B/C/D/E

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

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How much do you agree/disagree with the following statements? -  
One must have a risk-taking personality to start a successful

	Business Owners (BO)
<b>Base: All Respondents (unwtd)</b>	<b>440</b>
<b>Base: All Respondents (wtd)</b>	<b>421</b>
Strongly agree	179
	43%

Statistics:

Grid overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

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

- Column Means:

Columns Tested (5%): A/B/C/D/E

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

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In the past 24 months, has your business significantly changed its strategy or business model to stay competitive?

	Business Owners (BO)
<b>Base: All Answering (unwtd)</b>	<b>440</b>
<b>Base: All Answering (wtd)</b>	<b>421</b>
Yes	214
	51%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

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

- Column Means:

Columns Tested (5%): A/B/C/D/E

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

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Have you evolved your business strategy in the past 12 months?

	Business Owners (BO)
<b>Base: All Answering (unwtd)</b>	<b>440</b>
<b>Base: All Answering (wtd)</b>	<b>421</b>
I've become more aggressive and ambitious in growth planning	54
	13%
I've shifted toward more cautious, risk-aware strategies	54
	13%
I'm more focused on staying in business than growth	88
	21%
I've focused more on customer or community impact	60
	14%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

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

- Column Means:

Columns Tested (5%): A/B/C/D/E

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

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Please indicate how strongly you agree or disagree with the following statements? - My business is adapting well to present

	Business Owners (BO)
<b>Base: All Respondents (unwtd)</b>	<b>440</b>
<b>Base: All Respondents (wtd)</b>	<b>421</b>
Top 2 Box (Net)	313
	75%

Statistics:

Grid overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

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

- Column Means:

Columns Tested (5%): A/B/C/D/E

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

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Please indicate how strongly you agree or disagree with the following statements? - Tariffs and economic uncertainty are

	Business Owners (BO)
<b>Base: All Respondents (unwtd)</b>	<b>440</b>
<b>Base: All Respondents (wtd)</b>	<b>421</b>
Top 2 Box (Net)	236
	56%

Statistics:

Grid overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

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

- Column Means:

Columns Tested (5%): A/B/C/D/E

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

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Please indicate how strongly you agree or disagree with the following statements? - I believe my business is resilient in the face

	Business Owners (BO)
<b>Base: All Respondents (unwtd)</b>	<b>440</b>
<b>Base: All Respondents (wtd)</b>	<b>421</b>
Top 2 Box (Net)	319
	76%

Statistics:

Grid overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

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

- Column Means:

Columns Tested (5%): A/B/C/D/E

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

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