

Table Q5r1

Top 2 Box Summary - To what extent do you agree or disagree with the following statements:

	Gender		Generation				
	Total	Male	Female	Gen Z	Millennial	Gen X	Boomer+
	(A)	(B)	(C)	(E)	(F)	(G)	(H)
Total	3014	1702	1284	887	1316	687	124
	3014	1565	1424	640	1458	803	113
I have taken concrete steps in the past 3 months to advance my business	2002 66%	1182 69%	802 62%	597 67%	905 69%	432 63%	68 55%
		C		H	GH		
I would continue pursuing this business even if stable employment were available	2367 79%	1359 80%	984 77%	676 76%	1053 80%	547 80%	91 74%
		C					

Comparison Groups: BCD/EFGH/IJK/LMNO PQ/RSTUVWX/YZA1/B1C1

Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q6r1

Top 2 Box Summary - To what extent do you agree or disagree with the following statements:

	Gender			Generation			
	Total	Male	Female	Gen Z	Millennial	Gen X	Boomers+
Total	3014	1702	1284	887	1316	687	124
	3014	1565	1424	640	1458	803	113
I could sustain my business for at least 3 months without revenue	1804	1108	683	554	784	397	68
	60%	63%	53%	62%	60%	58%	55%
My business is already profitable	1582	953	620	506	705	322	49
	53%	56%	48%	57%	54%	47%	40%
I understand the funding options (government and venture capital)	1787	1093	685	561	796	369	61
	59%	64%	53%	63%	60%	54%	50%
I have access to informal financial support if needed	1823	1095	718	571	801	391	60
	60%	64%	56%	64%	61%	57%	49%

Comparison Groups: BCD/FGH/IJK/LMNOPQ/RSTUVWX/YZAA/B1C3  
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.

Table Q7r1

Top 2 Box Summary - To what extent do you agree or disagree with the following statements:

	Gender			Generation				Province						
	Total	Male	Female	Gen Z	Millennial	Gen X	Boomer+	Alberta	British Columbia	Manitoba	Saskatchewan	Ontario	Quebec	Atlantic
	(A)	(B)	(C)	(E)	(F)	(G)	(H)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total	3014	1702	1284	887	1316	687	124	362	406	106	78	1167	695	199
	3014	1565	1424	640	1458	803	113	394	365	114	90	1216	637	198
The cost of living in my area makes entrepreneurship difficult	2019	1153	849	586	926	442	65	241	290	65	49	800	447	128
	67%	68%	66%	66%	70%	64%	52%	66%	71%	61%	63%	69%	64%	64%
				H	GH	H			W					
Government regulations are a significant obstacle to my business	1495	921	562	465	677	306	48	178	198	41	36	570	359	113
	50%	54%	44%	52%	51%	45%	39%	49%	49%	39%	46%	49%	52%	57%
		C		GH	GH							T	T	TV
Access to affordable childcare limits my entrepreneurial activity	1222	735	476	412	614	178	18	136	164	39	37	484	284	80
	41%	43%	37%	46%	47%	26%	14%	38%	40%	37%	47%	41%	41%	40%
		C		GH	GH	H								
Access to health care benefits impacts my entrepreneurial decisions	1498	852	630	485	668	310	35	181	203	50	41	594	322	105
	50%	50%	49%	55%	51%	45%	28%	50%	50%	47%	53%	51%	46%	53%
				GH	GH	H								
The stress of running my business has impacted my personal health	1440	828	601	444	672	287	38	172	196	49	34	555	343	90
	48%	49%	47%	50%	51%	42%	30%	48%	48%	46%	43%	48%	49%	45%
				GH	GH	H								

Comparison Groups: BCD/EFGH/IJK/LMNOPQ/RSTUVWX/YZA1/B1C1

Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q8r1

Top 2 Box Summary - To what extent do you agree or disagree with the following statements:

	Gender			Generation			
	Total	Male	Female	Gen Z	Millennial	Gen X	Boomer+
	(A)	(B)	(C)	(E)	(F)	(G)	(H)
Total	3014	1702	1284	887	1316	687	124
	3014	1565	1424	640	1458	803	113
I have access to mentors who support my growth	1710	1001	695	561	750	345	55
	57%	59%	54%	63%	57%	50%	45%
		C		FGH	GH		
I feel isolated in my entrepreneurial journey	1431	854	565	432	663	293	43
	47%	50%	44%	49%	50%	43%	35%
		C		GH	GH		
I have access to investors or funding networks	1377	848	522	462	619	248	47
	46%	50%	41%	52%	47%	36%	38%
		CD		FGH	G		
I have participated in incubator or accelerator programs	1128	700	422	414	515	180	19
	37%	41%	33%	47%	39%	26%	15%
		C		FGH	GH	H	

Comparison Groups: BCD/EFGH/IJK/LMNOPQ/RSTUVWX/YZA1/B1C1

Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q9r1

Top 2 Box Summary - To what extent do you agree or disagree with the following statements:

	Gender			Generation			
	Total	Male	Female	Gen Z	Millennial	Gen X	Boomer+
	(A)	(B)	(C)	(E)	(F)	(G)	(H)
Total	3014	1702	1284	887	1316	687	124
	3014	1565	1424	640	1458	803	113
I expect my revenue to increase in the next 12 months	2017 67%	1173 69%	826 64%	622 70%	899 68%	427 62%	69 56%
		C		GH	GH		
I plan to hire within the next year	1478 49%	922 54%	549 43%	498 56%	668 51%	276 40%	37 29%
		CD		FGH	GH	H	
I believe that now is a good time to grow a business in Canada	1606 53%	965 57%	634 49%	536 60%	679 52%	333 48%	59 48%
		CD	D	FGH			

Comparison Groups: BCD/EFGH/IJK/LMNOPQ/RSTUVWX/YZA1/B1C1

Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q5\_9  
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	Gender			Generation				Province						
	Total	Male	Female	Gen Z	Millennial	Gen X	Boomer+	Alberta	British Columbia	Manitoba	Saskatchewan	Ontario	Quebec	Atlantic
	(A)	(B)	(C)	(E)	(F)	(G)	(H)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total	3014	1702	1284	887	1316	687	124	362	406	106	78	1167	695	199
	3014	1565	1424	640	1458	803	113	394	365	114	90	1216	637	198
Sub-Index 1: Entrepreneurial Momentum	69.30	72.10	65.77	69.60	71.06	67.06	60.98	69.47	70.17	64.97	69.08	70.44	67.08	70.73
Sub-Index 2: Financial Runway	58.19	62.80	52.41	61.68	59.01	54.19	46.56	59.23	59.65	57.45	59.66	59.77	52.95	62.16
Sub-Index 3: Friction	24.07	23.68	24.64	20.99	20.98	31.38	38.42	24.23	22.92	30.11	23.17	23.77	24.26	24.34
Sub-index 4: Ecosystem Support	44.17	46.62	41.14	49.15	44.84	37.97	35.84	43.00	43.04	42.95	43.00	46.47	41.12	46.93
Sub-index 5: Growth Outlook	56.29	59.18	52.70	62.15	56.96	49.74	43.67	56.83	54.92	52.98	60.04	57.19	54.06	60.93
Overall Index: The Upstart Index	50.41	52.87	47.33	52.71	50.57	48.07	45.10	50.55	50.14	49.69	50.99	51.53	47.89	53.02

Comparison Groups: BCD/EFGH/IJK/LMNOPQ/RSTUVWX/YZA1/B1C1

Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q12

Have you seriously considered relocating your business outside of Canada?

	Gender			Generation			
	Total	Male	Female	Gen Z	Millennial	Gen X	Boomer+
	(A)	(B)	(C)	(E)	(F)	(G)	(H)
Total	3014	1702	1284	887	1316	687	124
	3014	1565	1424	640	1458	803	113
My business is already headquartered outside of Canada	416	249	165	194	180	40	2
	14%	15%	13%	22%	14%	6%	2%
I've seriously considered it				FGH	GH	H	
	977	569	400	326	461	167	24
	32%	33%	31%	37%	35%	24%	19%
No				GH	GH		
	1621	884	719	368	675	480	98
	54%	52%	56%	41%	51%	70%	79%
			B	E	EF	EFG	

Comparison Groups: BCD/EFGH/IJK/LMNOPQ/RSTUVWX/YZA1/B1C1

Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q13\_pr1

Why are you headquartered outside of Canada? / Why are you considering moving your business outside of Canada?

	Gender						
	Gender			Generation			
	Total	Male	Female	Gen Z	Millennial	Gen X	Boomer+
	(A)	(B)	(C)	(E)	(F)	(G)	(H)
Total	1392	817	566	519	641	207	26
	1331	727	596	372	681	255	23
Access to capital	366	248	115	137	166	57	7
	26%	30%	20%	26%	26%	28%	26%
		C					
Access to larger / additional markets	452	270	179	156	213	77	6
	32%	33%	32%	30%	33%	37%	22%
Cheaper cost of living	691	389	299	245	324	107	16
	50%	48%	53%	47%	51%	52%	60%
More favourable tax structure	520	328	186	165	252	94	10
	37%	40%	33%	32%	39%	45%	39%
		C			E	E	
More favourable regulatory environment	453	275	174	160	214	71	8
	33%	34%	31%	31%	33%	34%	31%
Better access to talent	423	250	171	165	194	59	5
	30%	31%	30%	32%	30%	28%	19%
Immigration reasons	255	159	92	97	119	34	4
	18%	19%	16%	19%	19%	17%	16%
Some other reason	79	41	35	23	30	23	4
	6%	5%	6%	4%	5%	11%	14%
						EF	

Comparison Groups: BCD/EFGH/IJK/LMNOPQ/RSTUVWX/YZA1/B1C1

Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table Q14r1  
 Top 2 Box Summary - To what extent do you agree or disagree with the following:

	Gender			Generation			
	Total	Male	Female	Gen Z	Millennial	Gen X	Boomers
Total	3014	1702	1284	887	1316	687	124
	3014	1565	1424	640	1458	803	113
Federal policies and regulations are well aligned with the needs of entrepreneurs in my sector	1401	830	561	495	610	258	39
	46%	49%	44%	56%	46%	38%	32%
	C			FGH	GH		
Provincial policies and regulations are well aligned with the needs of entrepreneurs in my sector	1440	851	579	473	652	279	36
	48%	50%	45%	53%	50%	41%	29%
	C			GH	GH	H	
Now is a good time to start a business in Canada	1457	861	590	479	630	302	47
	48%	51%	46%	54%	48%	44%	38%
	A			FGH	H		
Canada offers enough opportunity for ambitious entrepreneurs	1595	952	631	519	683	343	50
	53%	56%	49%	59%	52%	50%	40%
	C			FGH	H		
Canada is losing entrepreneurial talent to other countries	1787	1059	727	599	873	402	64
	60%	62%	57%	57%	63%	59%	51%
	C				EH		

Comparison Groups: BCD|EFGH|JK|LMNOPQ|RSTU|VWX|YZA|BC1  
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
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