

What does success for an entrepreneur look like to you?

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
Base: All Answering (unwtd)	1411	405	506	314	186
Base: All Answering (wtd)	1292	356	443	301	192
Having flexibility and control over my schedule	430	103	138	120	70
	33%	29%	31%	40%	36%
Being my own boss	432	117	139	87	89
	33%	33%	31%	29%	46%
Making enough money to support myself/my family	594	149	212	141	92
	46%	42%	48%	47%	48%
Building long-term wealth or financial independence	409	125	137	93	54
	32%	35%	31%	31%	28%
Turning a passion or hobby into income	425	111	162	101	52
	33%	31%	37%	33%	27%
Creating a better work-life balance	328	87	102	96	43
	25%	24%	23%	32%	22%
Creating something meaningful or long-lasting	259	78	90	57	34
	20%	22%	20%	19%	18%
Doing work aligned with my personal values	260	64	97	60	40
	20%	18%	22%	20%	21%
Seeing my business grow and scale	304	96	98	51	58
	23%	27%	22%	17%	30%
Other	11	4	3	2	2
	1%	1%	1%	1%	1%
Not sure	21	6	5	6	4
	2%	2%	1%	2%	2%
Sigma	3472	939	1183	813	538
	269%	264%	267%	270%	281%

How much do you agree or disagree with the following statements? - Financial uncertainty is causing more Canadians to consider entrepreneurship

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
Base: All Respondents (unwtd)	3137	636	932	784	785
Base: All Respondents (wtd)	3137	591	851	814	881
Top 2 Box (Net)	2540	492	685	647	716
	81%	83%	81%	79%	81%
Strongly agree	798	172	281	190	155
	25%	29%	33%	23%	18%
Somewhat agree	1742	320	404	456	561
	56%	54%	48%	56%	64%
Bottom 2 Box (Net)	597	99	165	168	165
	19%	17%	19%	21%	19%
Somewhat disagree	501	81	124	146	150
	16%	14%	15%	18%	17%
Strongly disagree	97	18	42	22	15
	3%	3%	5%	3%	2%
Sigma	3137	591	851	814	881
	100%	100%	100%	100%	100%

How much do you agree or disagree with the following statement? - Technology and digital platforms have made starting a business feel more accessible

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
Base: All Respondents (unwtd)	3137	636	932	784	785
Base: All Respondents (wtd)	3137	591	851	814	881
Top 2 Box (Net)	2658	510	710	715	723
	85%	86%	83%	88%	82%
Strongly agree	799	206	276	177	140
	25%	35%	32%	22%	16%
Somewhat agree	1859	304	434	538	583
	59%	51%	51%	66%	66%
Bottom 2 Box (Net)	479	81	140	100	158
	15%	14%	17%	12%	18%
Somewhat disagree	371	64	103	78	126
	12%	11%	12%	10%	14%
Strongly disagree	108	17	37	22	32
	3%	3%	4%	3%	4%
Sigma	3137	591	851	814	881
	100%	100%	100%	100%	100%

What do you believe are the biggest barriers preventing Canadians from pursuing entrepreneurship today?

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
Base: All Respondents (unwtd)	3137	636	932	784	785
Base: All Respondents (wtd)	3137	591	851	814	881
Risk of losing savings or going into debt	1098	180	243	306	370
	35%	30%	29%	38%	42%
High cost of living	1185	246	357	316	265
	38%	42%	42%	39%	30%
Difficulty accessing funding	785	104	192	204	286
	25%	18%	23%	25%	32%
Lack of stable income	842	155	232	233	221
	27%	26%	27%	29%	25%
Fear of failure	851	173	223	206	249
	27%	29%	26%	25%	28%
Lack of business knowledge or experience	649	96	148	171	234
	21%	16%	17%	21%	27%
Economic uncertainty	878	134	214	232	298
	28%	23%	25%	29%	34%
Work-life balance concerns	270	56	88	64	62
	9%	10%	10%	8%	7%
Difficulty standing out in competitive markets	524	96	143	134	151
	17%	16%	17%	16%	17%
Limited time or resources	367	94	134	89	51
	12%	16%	16%	11%	6%
Lack of mentorship or guidance	351	69	99	68	115
	11%	12%	12%	8%	13%
Other	26	7	8	4	6
	1%	1%	1%	1%	1%
Not sure	206	32	56	61	57
	7%	5%	7%	7%	6%
Sigma	8033	1443	2136	2089	2365
	256%	244%	251%	256%	268%

Compared to previous generations, do you believe entrepreneurship is:

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
Base: All Respondents (unwtd)	3137	636	932	784	785
Base: All Respondents (wtd)	3137	591	851	814	881
More accessible	1290	289	373	324	303
	41%	49%	44%	40%	34%
About the same	1052	190	277	267	317
	34%	32%	33%	33%	36%
Less accessible	403	61	122	116	104
	13%	10%	14%	14%	12%
Not sure	392	50	78	107	157
	13%	9%	9%	13%	18%
Sigma	3137	591	851	814	881
	100%	100%	100%	100%	100%