

Detailed Tables

4. Why did you start your own business?

	GENDER		
	Total	Male	Female
Base: All Respondents	2380	1240	1139
Work for yourself/be your own boss	1320 55%	737 59%	582 51%
Interested in/like the work you do	1074 45%	552 45%	521 46%
Flexible work hours/easier to manage family commitments	940 39%	421 34%	518 45%
INCOME (NET)	940 39%	533 43%	406 36%
-Extra/supplementary income	797 33%	432 35%	365 32%
-Becoming wealthy	282 12%	193 16%	88 8%
-Better pay	4 0	2 0	2 0
Work fewer hours	297 12%	138 11%	158 14%
Take more vacation time	196 8%	107 9%	89 8%
Previous employment circumstance (downsized/ closed/ laid off)	69 3%	44 4%	25 2%
Retired	57 2%	38 3%	19 2%
Health reasons/ disabled/ could no longer physically work in my field	28 1%	13 1%	15 1%
Could not find employment in my field	19 1%	10 1%	9 1%
Family business	16 1%	3 0	13 1%
Freedom	13 1%	10 1%	3 0
Opportunity	11 0	7 1%	4 0
Tax benefits/ breaks	11 0	5 0	6 1%
Work from home/ no commuting	5 0	1 0	4 0
More ethical/ more values/ my own values	4 0	3 0	1 0
Do not have to deal with co-workers/ office politics/ gossip	3 0	2 0	1 0
Self-fulfillment	1 0	1 0	0 -
Other	93 4%	48 4%	45 4%

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8. What were the main challenges you first faced when starting-up your own business?

	Total	GENDER	
		Male	Female
Base: All Respondents	2380	1240	1139
Finding clients/developing your market	1341 56%	694 56%	647 57%
Keeping a steady workload	885 37%	465 38%	420 37%
Working long hours	809 34%	423 34%	386 34%
Organizing/managing time	774 33%	394 32%	380 33%
Getting enough money to start business	643 27%	351 28%	292 26%
Dealing with the government/bureaucracy/regulations	617 26%	365 29%	252 22%
Time management to ensure time with family and friends	608 26%	301 24%	307 27%
Maintaining your prior quality of life	514 22%	293 24%	221 19%
Taking vacation/time off	495 21%	242 20%	253 22%
Dealing with banks	455 19%	266 21%	189 17%
Keeping up on competition	442 19%	238 19%	204 18%
Tax laws	411 17%	252 20%	159 14%
Feeling isolated/isolation from others	384 16%	192 15%	192 17%
Technology/keeping up to date technologically	383 16%	244 20%	139 12%
Finding qualified help/employees	383 16%	220 18%	163 14%
Sourcing materials/products	350 15%	193 16%	156 14%
Registering your business	216 9%	129 10%	87 8%
Finding qualified advisors	196 8%	114 9%	82 7%
Succession planning	121 5%	68 5%	53 5%
Accounting/ bookkeeping/record keeping	8 0	7 1%	1 0
Advertising/ marketing	5 0	1 0	4 0
Other	33 1%	17 1%	16 1%
(Dk/Ns)	15 1%	5 0	10 1%

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16. Which, if any, of the following family members do you currently employ?

	Total	GENDER	
		Male	Female
Base: Has employees	1051	600	450
Spouse	411	219	192
	39%	37%	43%
Child	132	60	72
	13%	10%	16%
Sibling	48	18	30
	5%	3%	7%
Parent	41	23	18
	4%	4%	4%
Niece/nephew	23	10	13
	2%	2%	3%
Cousin	20	10	10
	2%	2%	2%
In-laws	16	7	9
	2%	1%	2%
Grandchild	11	4	7
	1%	1%	2%
Friends/ roommate	9	3	6
	1%	1%	1%
Aunt/uncle	6	4	2
	1%	1%	0
Grandparent	5	0	4
	0	-	1%
Other	3	1	2
	0	0	0
None	483	308	175
	46%	51%	39%
(Dk/Ns)	1	1	0
	0	0	-

21. Is this the first business you have ever owned?

	Total	GENDER	
		Male	Female
Base: All Respondents	2380	1240	1139
Yes	1642	806	835
	69%	65%	73%
No	738	434	304
	31%	35%	27%

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19b. What longer-term benefits do you hope to achieve by starting-up your own business?

	Total	GENDER	
		Male	Female
Base: All Respondents	1661	929	732
Work for yourself/be your own boss	1353	749	604
	81%	81%	83%
INCOME (NET)	1136	671	465
	68%	72%	64%
-Extra/supplementary income	841	468	373
	51%	50%	51%
-Becoming wealthy	501	334	167
	30%	36%	23%
-Better pay	2	1	1
	0	0	0
Interested in/like the work you do	1103	596	507
	66%	64%	69%
Flexible work hours/easier to manage family commitments	930	472	458
	56%	51%	63%
Work fewer hours	382	218	164
	23%	23%	22%
Take more vacation time	369	211	158
	22%	23%	22%
Retired	9	5	4
	1%	1%	1%
Self-fulfillment	6	3	3
	0	0	0
Tax benefits/ breaks	3	2	1
	0	0	0
Health reasons/ disabled/ could no longer physically work in my field	2	0	2
	0	-	0
Freedom	2	2	0
	0	0	-
More ethical/ more values/ my own values	1	0	1
	0	-	0
Could not find employment in my field	1	0	1
	0	-	0
Work from home/ no commuting	1	0	1
	0	-	0
Other	16	6	10
	1%	1%	1%
Dk/ns	1	0	1
	0	-	0