

Q5.

Why did you/Why do you plan to start your own business?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K/L - M/N/O/P/Q/R - S/T/U/V/W - X/Y
* small base; ** very small base (under 30) ineligible for sig testing

		Small Biz																									
		Scenarios		Hrs/week will spend working on bus.					How long envision running business					Region						Household Income					Gender		
	TOTAL SM ALL BIZ	Retired Early	Plan to start small biz	Less than 11 hours	11-25 hours	26-40 hours	More than 40 hours	Don't know/Not sure	1-5 years	6-10 years	More than 10 years	Until I die	Don't know/Not sure	BC	Albarta	SK/MN	Ontario	Quebec	Atlantic	Under \$30 K	\$30 K-\$44 K	\$45 K-\$59 K	\$60 K-\$99 K	\$100+	Male	Female	
Base: All respondents indicating 'retired early' or 'plan to start' at Q1 Weighted		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
	304	183	121	26	96	133	38	11	49	117	63	45	30	44	39	27	112	53	29	44	38	41	85	96	161	143	
	307	183	124	26**	97*	134	38*	12**	50*	118	64*	45*	30**	47*	43*	22**	120	50*	25**	45*	38*	41*	85*	98*	161	146	
	I need the money	79 26%	52 28%	27 22%	7 28%	24 25%	35 26%	11 29%	2 16%	8 16%	34 29%	21 33% H	13 29%	3 11%	11 23%	14 33%	8 37%	33 28%	8 17%	4 17%	14 31%	10 27%	13 32%	19 22%	23 24%	42 26%	37 25%
	It's something I've always dreamed of	89	32	58	2	28	42	15	3	9	37	24	14	6	10	11	6	41	17	5	8	16	13	26	27	44	45
		29%	17%	46% A	7%	28%	32%	38%	25%	17%	31%	37% H	31%	20%	20%	26%	26%	34%	34%	21%	17%	42% S	33%	30%	27%	27%	31%
	I want to keep occupied	124 40%	68 37%	56 45%	11 42%	46 48% F	55 41%	10 25%	2 16%	22 44%	52 44%	23 37%	16 36%	10 32%	20 43%	19 44%	7 33%	40 33%	25 51% P	12 48%	13 29%	13 34%	14 34%	42 50% S	42 42%	74 46% Y	49 34%
		It's something my spouse/partner and I really f('q1').get()=='1'?wanted:'want' to do	51	27	24	3	16	21	5	5	5	18	12	8	7	10	9	2	15	9	5	9	6	5	13	18	25
	Other	16%	15%	19%	12%	16%	16%	13%	44%	10%	15%	19%	19%	23%	20%	21%	11%	13%	19%	21%	20%	15%	12%	15%	18%	15%	18%
		32 10%	30 17% B	2 2%	7 27%	7 8%	7 5%	7 19% E	3 28%	9 18% I	6 5%	6 9%	6 13%	5 18%	5 11%	4 10%	4 19%	13 11%	4 8%	2 7%	4 9%	3 8%	3 8%	6 7%	16 16%	18 11%	14 9%
Don't know/Not sure	2 1%	2 1%	0 -	0 -	1 1%	0 -	0 -	1 9%	0 -	0 -	0 -	0 -	2 7%	2 5% P	0 -	0 -	0 -	0 -	0 -	1 2%	0 -	0 -	0 -	1 1%	1 1%	1 1%	

Q6.

What is your biggest fear about operating a small business?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K/L - M/N/O/P/Q/R - S/T/U/V/W - X/Y
* small base; ** very small base (under 30) ineligible for sig testing

		Small Biz																								
	TOT AL SM ALL BIZ	Scenarios		Hrs/week will spend working on bus.					How long envision running business					Region						Household Income					Gender	
		Retir ed Earl y	Plan to start smal l biz	Less than 11 hour s	11- 25 hour s	26- 40 hour s	Mor e than 40 hour s	Don' t kno w/N ot sure	1-5 year s	6-10 year s	Mor e than 10 year s	Until I die	Don' t kno w/N ot sure	BC	Albe rta	SK/ MN	Ont ario	Que bec	Atla ntic	Und er \$30 K	\$30 K- \$44 K	\$45 K- \$59 K	\$60 K- \$99 K	\$10 0+	Mal e	Fem ale
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All respondents indicating 'retired early' or 'plan to start' at Q1 Weighted	304	183	121	26	96	133	38	11	49	117	63	45	30	44	39	27	112	53	29	44	38	41	85	96	161	143
	307	183	124	26**	97*	134	38*	12**	50*	118	64*	45*	30**	47*	43*	22**	120	50*	25**	45*	38*	41*	85*	98*	161	146
	66 22%	43 23%	24 19%	3 12%	16 17%	27 20%	18 47%	2 19%	9 18%	24 21%	14 22%	13 29%	6 18%	13 27%	8 18%	4 19%	22 19%	10 21%	9 34%	15 33%	11 29%	11 26%	16 18%	14 14%	34 21%	32 22%
Having enough money																										
Not enough business know-how	32 11%	8 5%	24 19% A	0 -	9 9%	19 14%	3 8%	2 19%	5 11%	10 9%	7 12%	5 11%	4 14%	5 11%	6 13%	1 4%	17 14%	2 4%	2 7%	5 12%	4 11%	5 12%	10 11%	8 9%	17 11%	16 11%
Not having enough customers	69 22%	50 27% B	19 15%	7 27%	28 29%	27 20%	7 19%	0 -	11 22%	31 26%	16 24%	7 15%	4 14%	9 18%	9 21%	10 44%	28 23%	8 17%	5 21%	10 22%	6 16%	11 27%	19 23%	22 23%	34 21%	35 24%
Will take too much time to operate	32 11%	25 14% B	7 6%	4 15%	7 7%	19 14%	3 7%	0 -	10 21% JK	13 11%	3 5%	1 2%	5 16%	8 16% Q	4 10%	3 15%	13 11%	1 2%	3 14%	2 4%	4 11%	1 3%	9 11%	16 16% U	16 10%	16 11%
Getting started	35 11%	0 -	35 28% A	0 -	18 18% E	11 8%	4 11%	2 16%	4 8%	11 10%	9 14%	8 18%	2 7%	4 9%	8 18%	2 7%	12 10%	7 13%	3 10%	5 11%	5 13%	7 17%	9 11%	8 8%	15 9%	20 13%
Other	9 3%	7 4%	2 2%	0 -	3 3%	5 4%	1 3%	0 -	1 2%	3 3%	3 4%	2 5%	0 -	1 2%	0 -	1 4%	4 4%	3 6%	0 -	1 2%	2 5%	2 5%	2 3%	2 2%	7 4%	2 1%
None	54 18%	44 24% B	11 9%	11 42%	14 14%	24 18%	2 5%	3 28%	9 18%	23 20%	7 11%	8 18%	7 24%	4 9%	8 18%	2 7%	19 16%	18 36% MP	3 14%	7 16%	6 15%	3 7%	18 21%	21 21%	33 20%	21 15%
Don't know/Not sure	10 3%	6 4%	3 2%	1 4%	3 3%	3 2%	0 -	2 19%	0 -	2 2%	4 7%	1 2%	2 7%	3 7%	1 3%	0 -	4 4%	1 2%	0 -	0 -	0 -	1 3%	2 3%	6 6%	5 3%	4 3%

Q7.
How many hours a week are you spending/do you think you will spend working at your business?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K/L - M/N/O/P/Q/R - S/T/U/V/W - X/Y
* small base; ** very small base (under 30) ineligible for sig testing

		Small Biz																									
		Scenarios		Hrs/week will spend working on bus.					How long envision running business					Region						Household Income					Gender		
	TOT AL SM ALL BIZ	Retir ed Earl y	Plan to start small biz	Less than 11 hours	11- 25 hours	26- 40 hours	More than 40 hours	Don't know/N ot sure	1-5 years	6-10 years	More than 10 years	Until I die	Don't know/N ot sure	BC	Albe rta	SK/ MN	Onta rio	Que bec	Atla ntic	Under \$30 K	\$30 K- \$44 K	\$45 K- \$59 K	\$60 K- \$99 K	\$10 0+	Mal e	Fem ale	
Base: All respondents indicating 'retired early' or 'plan to start' at Q1 Weighted (9.56) Less than 11 hours (18) 11-25 hours (33) 26-40 hours (40) More than 40 hours Don't know/Not sure		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
	304	183	121	26	96	133	38	11	49	117	63	45	30	44	39	27	112	53	29	44	38	41	85	96	161	143	
	307	183	124	26**	97*	134	38*	12**	50*	118	64*	45*	30**	47*	43*	22**	120	50*	25**	45*	38*	41*	85*	98*	161	146	
	26 8%	24 13%	2 2%	26 100 %	0 -	0 -	0 -	0 -	7 14%	6 5%	4 6%	4 9%	5 17%	6 14%	0 -	3 15%	11 9%	5 9%	1 3%	3 7%	2 6%	3 8%	10 11%	8 8%	13 8%	13 9%	
		B							I					N				N									
	97 32%	53 29%	44 36%	0 -	97 100 %	0 -	0 -	0 -	19 38%	38 33%	16 26%	15 33%	8 27%	16 34%	17 38%	6 30%	35 29%	15 30%	8 31%	14 31%	9 23%	11 28%	26 31%	37 37%	47 29%	50 35%	
	134 44%	83 45%	51 41%	0 -	0 -	134 100 %	0 -	0 -	20 40%	61 52%	28 44%	13 30%	12 39%	13 27%	20 46%	10 44%	57 47%	25 49%	10 41%	20 44%	20 52%	18 45%	38 44%	39 39%	78 48%	56 39%	
						EF					K							M	M								
	38 12%	18 10%	20 17%	0 -	0 -	0 -	38 100 %	0 -	4 8%	12 10%	9 14%	12 26%	1 4%	6 14%	4 10%	2 7%	14 12%	6 11%	6 24%	6 13%	5 13%	8 19%	7 9%	12 12%	23 14%	15 10%	
					DE					HI																	
	12 4%	5 3%	6 5%	0 -	0 -	0 -	0 -	12 100 %	0 -	0 -	6 10%	1 2%	4 14%	5 11%	2 5%	1 4%	3 3%	0 -	0 -	2 5%	2 6%	0 -	4 5%	3 3%	1 1%	11 7%	
Summary																											X
Mean	26.9 0	26.0 7	28.1 7	9.56	18.0 0	33.0 0	40.0 0	0	24.4 3	27.6 6 H	28.1 9 H	27.6 8	24.0 5	24.7 0	27.6 8	25.3 2	27.1 4	27.0 5	29.2 3	27.4 2	28.8 2	28.3 4	25.9 4	26.1 5	27.7 7	25.8 8	

Q8.

How long do you envision running your business?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K/L - M/N/O/P/Q/R - S/T/U/V/W - X/Y
* small base; ** very small base (under 30) ineligible for sig testing

		Small Biz																									
		Scenarios			Hrs/week will spend working on bus.					How long envision running business					Region						Household Income					Gender	
	TOT AL SM ALL BIZ	Retir ed Ear ly	Plan to start smal l biz	Less than 11 hour s	11- 25 hour s	26- 40 hour s	Mor e than 40 hour s	Don't kno w/N ot sure	1-5 year s	6-10 year s	Mor e than 10 year s	Until I die	Don't kno w/N ot sure	BC	Albe rta	SK/ MN	Ont ario	Que bec	Atla ntic	Und er \$30 K	\$30 K- \$44 K	\$45 K- \$59 K	\$60 K- \$99 K	\$10 0+	Mal e	Fem ale	
Base: All respondents indicating 'retired early' or 'plan to start' at Q1 Weighted (3) 1-5 years (8) 6-10 years (10) More than 10 years (20) Until I die Don't know/Not Sure		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
	304	183	121	26	96	133	38	11	49	117	63	45	30	44	39	27	112	53	29	44	38	41	85	96	161	143	
	307	183	124	26**	97*	134	38*	12**	50*	118	64*	45*	30**	47*	43*	22**	120	50*	25**	45*	38*	41*	85*	98*	161	146	
	50 16%	38 21%	12 10%	7 27%	19 20%	20 15%	4 10%	0 -	50 100 % IJK	0 -	0 -	0 -	0 -	8 16%	6 13%	2 11%	21 18%	9 19%	3 14%	6 14%	4 10%	9 22%	14 17%	17 17%	26 16%	24 16%	
	B																										
	118 38%	72 39%	46 37%	6 23%	38 40%	61 46%	12 32%	0 -	0 -	118 100 % HJK	0 -	0 -	0 -	0 -	14 30%	21 49%	8 37%	42 35%	24 47%	10 38%	9 20%	14 37%	14 34%	35 41%	46 47%	64 40%	54 37%
	64 21%	33 18%	30 25%	4 16%	16 17%	28 21%	9 24%	6 53%	0 -	0 -	64 100 % HIK	0 -	0 -	0 -	15 32%	10 23%	5 22%	19 16%	10 21%	4 17%	11 25%	11 29%	5 12%	20 23%	17 17%	32 20%	31 22%
	45 15%	23 12%	23 18%	4 15%	15 16%	13 10%	12 31%	1 9%	0 -	0 -	0 -	45 100 % HIJ	0 -	4 9%	3 8%	3 15%	25 21%	4 8%	6 24%	12 27%	4 11%	10 25%	7 8%	12 12%	28 18%	17 12%	
	30 10%	18 10%	13 10%	5 19%	8 8%	12 9%	1 3%	4 37%	0 -	0 -	0 -	0 -	30 100 %	6 14%	3 8%	3 15%	13 11%	3 6%	2 7%	6 14%	5 13%	3 7%	10 11%	6 6%	10 6%	20 14%	
Summary																											
Mean		9.53	8.90	10.46 A	8.92	9.33	8.97	11.79 DE	11.47	3.00	8.00	10.00	20.00	0	9.08	8.81	9.96	10.12	8.40	10.74	11.54 VW	9.53	10.33	8.67	9.06	9.83	9.17

Q10.
How are you funding/intending to finance your small business?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K/L - M/N/O/P/Q/R - S/T/U/V/W - X/Y
* small base; ** very small base (under 30) ineligible for sig testing

		Small Biz																								
		Scenarios		Hrs/week will spend working on bus.					How long envision running business					Region					Household Income					Gender		
	TOTAL SM ALL BIZ	Retired Early	Plan to start small biz	Less than 11 hours	11-25 hours	26-40 hours	More than 40 hours	Don't know/Not sure	1-5 years	6-10 years	More than 10 years	Until I die	Don't know/Not sure	BC	Albarta	SK/MN	Ontario	Quebec	Atlantic	Under \$30 K	\$30 K-\$44 K	\$45 K-\$59 K	\$60 K-\$99 K	\$100+	Male	Female
Base: All respondents indicating 'retired early' or 'plan to start' at Q1 Weighted		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
	304	183	121	26	96	133	38	11	49	117	63	45	30	44	39	27	112	53	29	44	38	41	85	96	161	143
	307	183	124	26**	97*	134	38*	12**	50*	118	64*	45*	30**	47*	43*	22**	120	50*	25**	45*	38*	41*	85*	98*	161	146
Income from investments	39 13%	19 11%	20 16%	1 4%	15 15%	19 14%	3 8%	2 16%	6 12%	19 16%	5 8%	5 12%	4 13%	3 7%	11 26% MQ	2 7%	17 14%	4 8%	3 10%	2 5%	3 9%	4 9%	16 19%	14 14%	26 16%	14 9%
Savings	98 32%	55 30%	43 35%	7 27%	39 40%	38 28%	12 31%	2 19%	14 28%	43 37%	18 28%	17 38%	6 21%	10 20%	10 23%	7 33%	42 35%	22 43% MN	8 31%	8 19%	14 36%	16 39% S	27 31%	33 34%	56 35%	42 29%
Loan or line of credit	59 19%	30 16%	29 23%	2 9%	13 13%	30 23%	11 28%	2 19%	9 19%	30 25% K	13 20%	5 11%	2 6%	8 16%	13 31% P	8 37%	16 13%	9 19%	4 17%	8 19%	10 25%	8 19%	16 18%	17 17%	33 21%	25 17%
Money from family	10 3%	8 4%	2 2%	3 10%	3 3%	3 2%	1 3%	0 -	4 8%	4 4%	1 2%	0 -	1 3%	3 7%	0 -	1 4%	3 3%	3 6%	0 -	2 5%	1 2%	0 -	5 6%	2 2%	5 3%	5 4%
Other	97 32%	80 44% B	17 14%	12 45%	28 29%	42 32%	9 24%	5 47%	19 37%	30 25%	24 38%	13 28%	12 39%	20 43%	14 33%	3 15%	35 29%	14 28%	10 38%	17 37%	11 30%	14 35%	20 24%	35 35%	44 27%	53 36%
Don't know/Not sure	31 10%	6 3%	25 20% A	1 4%	5 5%	14 11%	9 24% DE	1 9%	2 3%	7 6%	7 11%	9 21% HI	5 18%	4 9%	3 8%	2 7%	15 13%	3 6%	3 14%	9 21% VW	3 9%	6 15%	6 7%	6 6%	14 9%	16 11%