

**q1. Do you currently own/operate your own business?**

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
Yes, I own/operate one business	626 82%	77 81%	87 77%	58 85%	291 83%	70 85%	43 83%
Yes, I own/operate more than one business	136 18%	18 19%	26 23%	10 15%	61 17%	12 15%	9 17%

## q3. What are the annual revenues from your business?

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
\$100,000 to less than \$500,000	424 56%	52 55%	74 66% EF	35 52%	192 55%	39 48%	32 62%
\$500,000 to less than \$1-million	115 15%	19 20%	15 13%	10 15%	50 14%	12 15%	9 17%
More than \$1-million	124 16%	12 13%	11 10%	11 16%	61 17%	20 24% BC	9 17%
Don't know/Not sure	16 2%	2 2%	1 1%	2 3%	8 2%	2 2%	1 2%
Prefer not to say	83 11%	10 11%	12 11%	10 15% G	41 12% G	9 11%	1 2%
Mean (\$000's)	555.7	540.4	472	567	565.5 C	643.7 C	552
Std Dev	372.5	347.2	317.9	380.5	380.9	415.7	371.7
Std Err	14.5	38.1	31.8	50.8	21.9	49.3	52.6
Median	250.9	254.6	227	255	252.5	279.8	250.8

**q4. What kind of a risk taker would you consider yourself to be?**

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
A high risk taker	75 10%	4 4%	12 11%	6 9%	44 13% BF	4 5%	5 10%
Moderate risk taker	521 68%	74 78% EG	78 69%	49 72%	234 67%	56 68%	30 58%
Low risk taker	159 21%	15 16%	21 19%	13 19%	74 21%	19 23%	17 33% BC
No risk taker	7 1%	2 2% E	2 2% E	0 -	0 -	3 4% E	0 -
Mean	2.9	2.8	2.9	2.9	2.9 F	2.7	2.8
Std Dev	0.6	0.5	0.6	0.5	0.6	0.6	0.6
Std Err	0	0.1	0.1	0.1	0	0.1	0.1
Summary							
Top 2 Box	596 78%	78 82% G	90 80%	55 81%	278 79%	60 73%	35 67%
Bottom 2 Box	166 22%	17 18%	23 20%	13 19%	74 21%	22 27%	17 33% B

## q5. What are the main reasons why you went into business for yourself?

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
I wanted to be my own boss and make my own decisions	530 70%	70 74%	74 66%	49 72%	245 70%	56 68%	36 69%
To make better use of my skills & knowledge	347 46%	41 43%	51 45%	30 44%	174 49% F	29 35%	22 42%
Had a great idea for a business that I wanted to pursue	146 19%	21 22%	23 20%	12 18%	69 20%	12 15%	9 17%
Took over the family business	65 9%	12 13% CE	4 4%	11 16% CE	22 6%	9 11% C	7 14% C
I couldn't get the job I wanted	51 7%	3 3%	5 4%	3 4%	28 8%	9 11% B	3 6%
It fit well with my home and family situation	225 30%	34 36% F	38 34% F	19 28%	100 28%	16 20%	18 35%
I wanted to make more money	297 39%	34 36%	55 49% F	26 38%	143 41% F	21 26%	18 35%
I wanted to pursue a vision/dream	218 29%	28 30%	38 34%	23 34%	96 27%	19 23%	14 27%
I wanted to create a company from the ground up	154 20%	21 22%	22 20%	10 15%	76 22%	13 16%	12 23%
I wanted to get rich	89 12%	11 12%	13 12%	9 13%	43 12%	8 10%	5 10%
None of the above	33 4%	3 3%	10 9% E	3 4%	10 3%	5 6%	2 4%

q6\_2. (I would consider working for someone else) q6 For each statement, please indicate the extent to which you agree or disagree:

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
I would consider working for someone else							
Strongly Agree	28 4%	5 5%	4 4%	2 3%	13 4%	1 1%	3 6%
Somewhat Agree	221 29%	32 34%	26 23%	16 24%	108 31%	25 31%	14 27%
Somewhat Disagree	240 32%	29 31%	43 38% E	24 35%	97 28%	32 39% E	15 29%
Strongly Disagree	273 36%	29 31%	40 35%	26 38%	134 38%	24 29%	20 39%
Mean	2	2.1	1.9	1.9	2	2	2
Std Dev	0.9	0.9	0.9	0.9	0.9	0.8	0.9
Std Err	0	0.1	0.1	0.1	0	0.1	0.1
Summary							
Top 2 Box	249 33%	37 39%	30 27%	18 27%	121 34%	26 32%	17 33%
Bottom 2 Box	513 67%	58 61%	83 74%	50 74%	231 66%	56 68%	35 67%

q6\_3. (The independence and control I have to make my own decisions is rewarding) q6 For each statement, please indicate the extent to which you agree or disagree:

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
The independence and control I have to make my own decisions is rewarding							
Strongly Agree	516 68%	63 66%	84 74% F	45 66%	240 68%	49 60%	35 67%
Somewhat Agree	229 30%	30 32%	26 23%	23 34%	102 29%	31 38% C	17 33%
Somewhat Disagree	16 2%	2 2%	3 3%	0 -	9 3%	2 2%	0 -
Strongly Disagree	1 0%	0 -	0 -	0 -	1 0%	0 -	0 -
Mean	3.7	3.6	3.7	3.7	3.7	3.6	3.7
Std Dev	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Std Err	0	0.1	0	0.1	0	0.1	0.1
Summary							
Top 2 Box	745 98%	93 98%	110 97%	68 100%	342 97%	80 98%	52 100%
Bottom 2 Box	17 2%	2 2%	3 3%	0 -	10 3%	2 2%	0 -

q6\_4. (Running my own business is stressful) q6 For each statement, please indicate the extent to which you agree or disagree:

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
Running my own business is stressful							
Strongly Agree	198 26%	29 31% C	20 18%	21 31% C	92 26%	16 20%	20 39% CF
Somewhat Agree	393 52%	42 44%	64 57%	35 52%	182 52%	45 55%	25 48%
Somewhat Disagree	149 20%	20 21%	27 24% G	11 16%	69 20%	17 21%	5 10%
Strongly Disagree	22 3%	4 4%	2 2%	1 2%	9 3%	4 5%	2 4%
Mean	3	3	2.9	3.1 C	3	2.9	3.2 CF
Std Dev	0.8	0.8	0.7	0.7	0.7	0.8	0.8
Std Err	0	0.1	0.1	0.1	0	0.1	0.1
Summary							
Top 2 Box	591 78%	71 75%	84 74%	56 82%	274 78%	61 74%	45 87%
Bottom 2 Box	171 22%	24 25%	29 26%	12 18%	78 22%	21 26%	7 14%

q6\_11. (Since I started my own business, I enjoy a better quality of life) q6 For each statement, please indicate the extent to which you agree or disagree:

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
Since I started my own business, I enjoy a better quality of life							
Strongly Agree	235 31%	31 33%	39 35% F	17 25%	114 32% F	17 21%	17 33%
Somewhat Agree	398 52%	49 52%	55 49%	36 53%	183 52%	48 59%	27 52%
Somewhat Disagree	117 15%	14 15%	18 16%	14 21%	49 14%	15 18%	7 14%
Strongly Disagree	12 2%	1 1%	1 1%	1 2%	6 2%	2 2%	1 2%
Mean	3.1	3.2	3.2	3	3.2 F	3	3.2
Std Dev	0.7	0.7	0.7	0.7	0.7	0.7	0.7
Std Err	0	0.1	0.1	0.1	0	0.1	0.1
Summary							
Top 2 Box	633 83%	80 84%	94 83%	53 78%	297 84%	65 79%	44 85%
Bottom 2 Box	129 17%	15 16%	19 17%	15 22%	55 16%	17 21%	8 15%

q6\_12. (As a small business owner, I worry more about my future financial security (i.e. pension, retirement)) q6 For each statement, please indicate the extent to which you agree or disagree:

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
As a small business owner, I worry more about my future financial security (i.e. pension, retirement)							
Strongly Agree	169 22%	24 25% CF	15 13%	12 18%	92 26% CF	7 9%	19 37% CDF
Somewhat Agree	347 46%	41 43%	51 45%	33 49%	151 43%	50 61% BCEG	21 40%
Somewhat Disagree	162 21%	20 21%	31 27% G	15 22%	71 20%	20 24% G	5 10%
Strongly Disagree	84 11%	10 11%	16 14%	8 12%	38 11%	5 6%	7 14%
Mean	2.8	2.8 C	2.6	2.7	2.8 C	2.7	3 C
Std Dev	0.9	0.9	0.9	0.9	0.9	0.7	1
Std Err	0	0.1	0.1	0.1	0	0.1	0.1
Summary							
Top 2 Box	516 68%	65 68%	66 58%	45 66%	243 69% C	57 70%	40 77% C
Bottom 2 Box	246 32%	30 32%	47 42% EG	23 34%	109 31%	25 31%	12 23%

q6\_13. (I am able to do the type of work I enjoy most) q6 For each statement, please indicate the extent to which you agree or disagree:

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
I am able to do the type of work I enjoy most							
Strongly Agree	311 41%	39 41%	47 42%	27 40%	144 41%	26 32%	28 54% F
Somewhat Agree	361 47%	40 42%	51 45%	32 47%	172 49%	47 57% BG	19 37%
Somewhat Disagree	84 11%	15 16%	15 13%	9 13%	32 9%	9 11%	4 8%
Strongly Disagree	6 1%	1 1%	0 -	0 -	4 1%	0 -	1 2%
Mean	3.3	3.2	3.3	3.3	3.3	3.2	3.4
Std Dev	0.7	0.8	0.7	0.7	0.7	0.6	0.7
Std Err	0	0.1	0.1	0.1	0	0.1	0.1
Summary							
Top 2 Box	672 88%	79 83%	98 87%	59 87%	316 90%	73 89%	47 90%
Bottom 2 Box	90 12%	16 17%	15 13%	9 13%	36 10%	9 11%	5 10%

q6\_16. (I would never work for anybody else again) q6 For each statement, please indicate the extent to which you agree or disagree:

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
I would never work for anybody else again							
Strongly Agree	194 26%	21 22%	27 24%	14 21%	101 29%	17 21%	14 27%
Somewhat Agree	225 30%	26 27%	32 28%	21 31%	100 28%	34 42% EG	12 23%
Somewhat Disagree	276 36%	38 40%	44 39%	30 44%	114 32%	28 34%	22 42%
Strongly Disagree	67 9%	10 11%	10 9%	3 4%	37 11%	3 4%	4 8%
Mean	2.7	2.6	2.7	2.7	2.8	2.8	2.7
Std Dev	0.9	0.9	0.9	0.9	1	0.8	1
Std Err	0	0.1	0.1	0.1	0.1	0.1	0.1
Summary							
Top 2 Box	419 55%	47 50%	59 52%	35 52%	201 57%	51 62%	26 50%
Bottom 2 Box	343 45%	48 51%	54 48%	33 49%	151 43%	31 38%	26 50%

q8. Looking at all of the pros and cons, what are the main things that keep you motivated to stay at the business?

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
The independence and control	474 62%	53 56%	72 64%	41 60%	229 65%	49 60%	30 58%
Encouragement from friends and family	26 3%	1 1%	4 4%	1 2%	11 3%	8 10% BDE	1 2%
The potential financial gains, profits	312 41%	38 40%	53 47% FG	28 41%	152 43%	26 32%	15 29%
Personal drive for success	164 22%	25 26%	31 27%	14 21%	67 19%	18 22%	9 17%
Commitment to my employees and customers	162 21%	19 20%	24 21%	17 25%	68 19%	16 20%	18 35% E
Just simply the love of work I'm doing	219 29%	27 28%	27 24%	20 29%	99 28%	25 31%	21 40% C
Fear of failure	23 3%	6 6% C	1 1%	3 4%	9 3%	4 5%	0 -
None of the above	13 2%	4 4% C	0 -	1 2%	6 2%	0 -	2 4% C

## q10. How many hours do you work per week?

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
1-10	12 2%	1 1%	5 4% E	1 2%	4 1%	1 1%	0 -
11-20	30 4%	8 8% EF	8 7% E	3 4%	9 3%	1 1%	1 2%
21-30	54 7%	5 5%	4 4%	6 9%	32 9%	6 7%	1 2%
31-40	109 14%	14 15%	10 9%	7 10%	53 15%	16 20% C	9 17%
41-50	215 28%	30 32%	29 26%	18 27%	98 28%	24 29%	16 31%
51+	342 45%	37 39%	57 50%	33 49%	156 44%	34 42%	25 48%
Mean	45.3	43.9	45.1	45.6	45.4	45.4	47.6
Std Dev	12.2	12.9	14.5	12.6	11.7	11.1	9.4
Std Err	0.4	1.3	1.4	1.5	0.6	1.2	1.3
Median	43.7	42	45.6	44.9	43.5	42.6	44.9

q11\_2. (I consider myself to be someone who is able to balance work with relaxation) q11 For each statement, please indicate the extent to which you agree or disagree:

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
I consider myself to be someone who is able to balance work with relaxation							
Strongly agree	110 14%	14 15%	16 14%	6 9%	56 16%	12 15%	6 12%
Somewhat agree	474 62%	56 59%	71 63%	45 66%	216 61%	54 66%	32 62%
Somewhat disagree	165 22%	23 24%	25 22%	16 24%	73 21%	16 20%	12 23%
Strongly disagree	13 2%	2 2%	1 1%	1 2%	7 2%	0 -	2 4%
Mean	2.9	2.9	2.9	2.8	2.9	3	2.8
Std Dev	0.6	0.7	0.6	0.6	0.7	0.6	0.7
Std Err	0	0.1	0.1	0.1	0	0.1	0.1
Summary							
Top 2 Box	584 77%	70 74%	87 77%	51 75%	272 77%	66 81%	38 73%
Bottom 2 Box	178 23%	25 26%	26 23%	17 25%	80 23%	16 20%	14 27%

q11\_3. (When I get time off, I try to keep in touch with what's going on with the business) q11 For each statement, please indicate the extent to which you agree or disagree:

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
When I get time off, I try to keep in touch with what's going on with the business							
Strongly agree	168 22%	18 19%	25 22%	16 24%	78 22%	17 21%	14 27%
Somewhat agree	392 51%	58 61% E	62 55%	33 49%	174 49%	39 48%	26 50%
Somewhat disagree	177 23%	17 18%	20 18%	18 27%	90 26%	22 27%	10 19%
Strongly disagree	25 3%	2 2%	6 5%	1 2%	10 3%	4 5%	2 4%
Mean	2.9	3	2.9	2.9	2.9	2.8	3
Std Dev	0.8	0.7	0.8	0.8	0.8	0.8	0.8
Std Err	0	0.1	0.1	0.1	0	0.1	0.1
Summary							
Top 2 Box	560 74%	76 80%	87 77%	49 72%	252 72%	56 68%	40 77%
Bottom 2 Box	202 27%	19 20%	26 23%	19 28%	100 28%	26 32%	12 23%

q11\_4. (When I get time off, I pretty much shut it all down and take a complete break from business altogether) q11  
For each statement, please indicate the extent to which you agree or disagree:

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
When I get time off, I pretty much shut it all down and take a complete break from business altogether							
Strongly agree	67 9%	8 8%	11 10%	4 6%	32 9%	8 10%	4 8%
Somewhat agree	195 26%	21 22%	28 25%	15 22%	97 28%	21 26%	13 25%
Somewhat disagree	305 40%	43 45%	45 40%	30 44%	134 38%	34 42%	19 37%
Strongly disagree	195 26%	23 24%	29 26%	19 28%	89 25%	19 23%	16 31%
Mean	2.2	2.1	2.2	2.1	2.2	2.2	2.1
Std Dev	0.9	0.9	0.9	0.9	0.9	0.9	0.9
Std Err	0	0.1	0.1	0.1	0	0.1	0.1
Summary							
Top 2 Box	262 34%	29 31%	39 35%	19 28%	129 37%	29 35%	17 33%
Bottom 2 Box	500 66%	66 70%	74 66%	49 72%	223 63%	53 65%	35 67%

q13. And, how much vacation time do you usually take each year?

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
None	29 4%	4 4%	3 3%	1 2%	16 5%	2 2%	3 6%
1 day to less than 2 weeks	213 28%	25 26%	22 20%	23 34% CF	109 31% CF	16 20%	18 35% C
2 weeks to less than 3 weeks	214 28%	32 34%	36 32%	18 27%	92 26%	25 31%	11 21%
3 weeks to less than 4 weeks	144 19%	14 15%	22 20%	11 16%	68 19%	17 21%	12 23%
(5) 4+ weeks	162 21%	20 21%	30 27%	15 22%	67 19%	22 27%	8 15%
Mean (Weeks)	2.7	2.7	3 EG	2.7	2.6	3 EG	2.5
Std Dev	1.5	1.5	1.5	1.5	1.5	1.5	1.5
Std Err	0.1	0.2	0.1	0.2	0.1	0.2	0.2
Median	2	1.9	2.3	1.8	1.8	2.4	1.7

q14. Looking ahead, what are your plans for your business? Do you intend to...

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
Sell it for a profit and retire	125 16%	13 14%	11 10%	15 22% C	67 19% C	14 17%	5 10%
Work as long as you can	285 37%	36 38%	41 36%	27 40%	138 39%	23 28%	20 39%
Pass the business onto family	82 11%	5 5%	17 15% B	7 10%	31 9%	12 15% B	10 19% BE
Employee buy-out	13 2%	2 2%	1 1%	3 4%	4 1%	1 1%	2 4%
Sell it and start another business	38 5%	7 7%	3 3%	2 3%	21 6%	4 5%	1 2%
Let others run it, but stick around and be part of it	122 16%	21 22% E	27 24% DE	8 12%	43 12%	16 20%	7 14%
Don't know	97 13%	11 12%	13 12%	6 9%	48 14%	12 15%	7 14%

**q15. What are your ambitions for your business' growth?**

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
Grow dramatically	117 15%	16 17%	22 20% G	9 13%	54 15%	13 16%	3 6%
Moderate growth	561 74%	73 77%	86 76%	48 71%	250 71%	61 74%	43 83%
No growth	75 10%	5 5%	5 4%	9 13% C	46 13% BC	7 9%	3 6%
Other	4 1%	0 -	0 -	1 2%	2 1%	0 -	1 2%
(Dk/Ns)	5 1%	1 1%	0 -	1 2% E	0 -	1 1% E	2 4% CE
Mean	2.1	2.1	2.2 DEG	2	2	2.1	2
Std Dev	0.5	0.5	0.5	0.5	0.5	0.5	0.4
Std Err	0	0	0	0.1	0	0.1	0.1
Summary							
Top 2 Box	678 89%	89 94% D	108 96% DE	57 84%	304 86%	74 90%	46 89%

q16. If you expect your business to grow, how do you see that happening?

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Expect Dramatic/Moderate Business Growth	675	89*	107	56*	304	73*	46*
Continue growing in the business and market you're in	546 81%	72 81%	89 83%	48 86%	240 79%	57 78%	40 87%
Expand in other markets in Canada	125 19%	12 14%	22 21%	7 13%	66 22%	13 18%	5 11%
Expand in the U.S.	77 11%	12 14%	13 12%	6 11%	39 13%	5 7%	2 4%
Expand Internationally	84 12%	12 14%	14 13%	5 9%	39 13%	11 15%	3 7%
Acquisition	32 5%	4 5%	3 3%	2 4%	15 5%	7 10%	1 2%

q18. Have you experienced a breakthrough moment that has evolved or changed the momentum of your business?

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
Yes	404 53%	41 43%	59 52%	38 56%	189 54%	49 60% B	28 54%
No	276 36%	38 40%	47 42%	21 31%	125 36%	29 35%	16 31%
I don't know	82 11%	16 17% CF	7 6%	9 13%	38 11%	4 5%	8 15% F

## q22. What are the personal qualities you think are necessary for success as a business owner?

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
Willing to take risks	554 73%	67 71%	86 76% F	53 78% F	261 74% F	48 59%	39 75%
Good salesman	396 52%	50 53%	61 54%	36 53%	189 54% F	34 42%	26 50%
Good with people	654 86%	80 84% F	102 90% F	63 93% F	308 88% F	52 63%	49 94% F
Driven, committed	578 76%	70 74%	88 78%	51 75%	267 76%	59 72%	43 83%
Organized	613 80%	81 85% F	94 83% F	66 97% BCEFG	270 77%	57 70%	45 87% F
Strong project manager	302 40%	41 43%	46 41%	30 44%	140 40%	25 31%	20 39%
Entrepreneurial spirit	480 63%	58 61%	66 58%	37 54%	238 68% D	49 60%	32 62%
Industry knowledge	503 66%	70 74% F	71 63%	47 69% F	237 67% F	41 50%	37 71% F
Technical expertise	337 44%	41 43%	47 42%	34 50% F	163 46% F	26 32%	26 50% F
Financial acumen	384 50%	46 48% F	60 53% F	35 52% F	193 55% F	26 32%	24 46%

q23\_6. (There are more rewards than downsides in running my business) q23 Please indicate the extent to which you agree or disagree with the following statements.

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
There are more rewards than downsides in running my business							
Strongly agree	315 41%	35 37%	58 51% BFG	28 41%	154 44% F	22 27%	18 35%
Somewhat agree	384 50%	53 56% C	47 42%	38 56%	172 49%	47 57% C	27 52%
Somewhat disagree	61 8%	7 7%	8 7%	2 3%	25 7%	13 16% DE	6 12%
Strongly disagree	2 0%	0 -	0 -	0 -	1 0%	0 -	1 2%
Mean	3.3	3.3	3.4 FG	3.4 F	3.4 F	3.1	3.2
Std Dev	0.6	0.6	0.6	0.5	0.6	0.6	0.7
Std Err	0	0.1	0.1	0.1	0	0.1	0.1
Summary							
Top 2 Box	699 92%	88 93%	105 93%	66 97% FG	326 93% F	69 84%	45 87%
Bottom 2 Box	63 8%	7 7%	8 7%	2 3%	26 7%	13 16% DE	7 14% D

q23\_8. (I love to get up every day and do what I do) q23 Please indicate the extent to which you agree or disagree with the following statements.

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
I love to get up every day and do what I do							
Strongly agree	290 38%	35 37%	46 41%	21 31%	131 37%	31 38%	26 50% D
Somewhat agree	386 51%	49 52%	57 50%	38 56%	174 49%	46 56%	22 42%
Somewhat disagree	77 10%	10 11%	10 9%	8 12%	40 11%	5 6%	4 8%
Strongly disagree	9 1%	1 1%	0 -	1 2%	7 2%	0 -	0 -
Mean	3.3	3.2	3.3	3.2	3.2	3.3	3.4 D
Std Dev	0.7	0.7	0.6	0.7	0.7	0.6	0.6
Std Err	0	0.1	0.1	0.1	0	0.1	0.1
Summary							
Top 2 Box	676 89%	84 88%	103 91%	59 87%	305 87%	77 94%	48 92%
Bottom 2 Box	86 11%	11 12%	10 9%	9 13%	47 13%	5 6%	4 8%

q29. If you expect your business to grow over the next year, how do you see that happening?

	Region						
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
Continue growing in the business and market you're in	602 79%	74 78%	96 85%	59 87%	270 77%	61 74%	42 81%
Broaden / expand your business	149 20%	23 24%	26 23%	12 18%	67 19%	15 18%	6 12%
Expand in other markets in Canada	107 14%	9 10%	15 13%	7 10%	60 17% G	13 16%	3 6%
Expand in the U.S.	69 9%	7 7%	10 9%	4 6%	42 12% G	5 6%	1 2%
Expand Internationally	76 10%	12 13% G	13 12% G	5 7%	36 10%	9 11%	1 2%
Acquisition	34 5%	2 2%	4 4%	3 4%	15 4%	6 7%	4 8%

**q30. Looking back, would you do it over again - would you start your own business?**

		Region					
	Total	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G
Base: Valid respondents	762	95*	113	68*	352	82*	52*
Yes	711 93%	87 92%	108 96%	62 91%	327 93%	77 94%	50 96%
No	51 7%	8 8%	5 4%	6 9%	25 7%	5 6%	2 4%