

Q9. Thinking back to when you first started your own business, what were the main challenges that you expected to face?

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Base: All Respondents	1273	A	B	C	D	E	F	G	H
Weighted	1273	631	642	227	248	497	219	82	183
		610	663	222	255	486	226	84*	178
Finding clients/ developing your market	842 66.1%	408 66.8%	434 65.5%	147 66.2%	164 64.4%	319 65.6%	156 69.1%	56 66.9%	120 67.5%
Keeping a steady workload	602 47.3%	300 49.1%	303 45.7%	99 44.6%	129 50.6%	240 49.3%	99 43.7%	36 42.8%	83 46.5%
Working long hours	374 29.4%	187 30.6%	188 28.3%	72 32.6%	80 31.6%	133 27.3%	57 25.1%	32 38.2%	42 23.7%
Dealing with the government/ bureaucracy/ regulations	359 28.2%	192 31.5%	167 25.2%	75 34.0%	74 29.0%	132 27.2%	53 23.5%	25 29.6%	37 20.6%
Time management to ensure time with family and friends	329 25.9%	B 149 24.5%	B 180 27.1%	FH 60 27.1%	H 66 26.0%	H 121 24.9%	H 59 26.1%	H 23 27.2%	H 42 23.7%
Maintaining your prior quality of life	305 24.0%	155 25.3%	150 22.7%	48 21.9%	61 23.8%	113 23.2%	62 27.2%	22 25.7%	36 20.3%
Tax laws	290 22.8%	159 26.1%	131 19.7%	66 29.8%	48 18.9%	104 21.3%	57 25.2%	15 18.0%	40 22.3%
Keeping up on competition	275 21.6%	B 125 20.4%	B 150 22.7%	DE 55 24.7%	DE 56 22.1%	DE 95 19.6%	DE 53 23.3%	DE 16 19.3%	DE 34 19.1%

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	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Getting enough money to start your business	250 19.7%	116 19.0%	134 20.2%	42 19.0%	48 19.0%	96 19.7%	44 19.3%	21 24.5%	32 18.1%
Dealing with banks	240 18.9%	137 22.4%	103 15.6%	47 21.2%	47 18.5%	89 18.3%	40 17.8%	17 20.1%	27 15.1%
Technology/ keeping up to date technologically	237 18.6%	140 22.9%	98 14.7%	49 22.0%	48 19.0%	90 18.5%	34 15.0%	16 19.5%	40 22.4%
Developing a business plan	236 18.5%	120 19.7%	115 17.4%	41 18.7%	49 19.3%	90 18.6%	39 17.2%	16 18.6%	36 20.3%
Feeling isolated/ isolation from others	210 16.5%	101 16.5%	109 16.5%	37 16.7%	35 13.9%	89 18.3%	38 16.9%	10 12.3%	34 19.1%
Taking vacation/ time off	210 16.5%	81 13.2%	129 19.5%	40 18.2%	42 16.4%	77 15.9%	32 14.2%	18 21.8%	26 14.5%
Sourcing materials/ products	193 15.2%	104 17.1%	89 13.5%	25 11.1%	41 15.9%	71 14.6%	36 15.7%	21 25.6%	24 13.5%
Registering your business	186 14.6%	96 15.7%	90 13.5%	33 15.0%	39 15.4%	62 12.7%	40 17.5%	12 13.8%	25 14.2%
Finding qualified help/ employees	167 13.1%	75 12.2%	92 13.9%	31 14.0%	29 11.3%	71 14.5%	26 11.7%	10 11.9%	27 15.0%

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	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Finding qualified advisors	77 6.0%	38 6.3%	39 5.8%	11 4.9%	12 4.6%	24 4.9%	24 10.6% DEH	7 7.8%	7 4.0%
Accounting/ bookkeeping/ record-keeping	3 0.2%	2 0.3%	1 0.1%	0 -	1 0.3%	1 0.1%	0 -	1 1.3%	0 -
Family/ friend/ partner issues/ support	2 0.2%	0 -	2 0.4%	0 -	0 -	0 -	2 1.0%	0 -	0 -
Education needs	2 0.2%	1 0.1%	1 0.2%	0 -	0 -	2 0.4%	0 -	0 -	1 0.3%
Overcoming lack of experience/ learning curve	2 0.1%	1 0.1%	1 0.2%	0 -	1 0.2%	1 0.2%	0 -	0 -	0 -
Earning enough money/ maintaining cash flow	1 0.1%	0 -	1 0.2%	0 -	0 -	1 0.2%	0 -	0 -	0 -
Other mentions	8 0.6%	2 0.4%	6 0.9%	1 0.3%	3 1.3%	3 0.6%	1 0.6%	0 -	1 0.5%
No challenges	9 0.7%	3 0.5%	6 0.9%	1 0.5%	0 -	6 1.2%	2 0.8%	0 -	5 3.1% DE

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - K/L/M - N/O - P/Q/R Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q10. What were the main challenges you first faced when starting-up your own business?

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Base: All Respondents	1273	A	B	C	D	E	F	G	H
Weighted	1273	631	642	227	248	497	219	82	183
		610	663	222	255	486	226	84*	178
Finding clients/ developing your market	665 52.2%	328 53.8%	336 50.8%	121 54.5%	128 50.1%	258 53.1%	117 51.6%	41 49.3%	103 57.8%
Keeping a steady workload	419 32.9%	195 32.0%	224 33.7%	71 32.1%	80 31.3%	169 34.7%	69 30.5%	30 35.9%	61 34.6%
Working long hours	278 21.8%	129 21.1%	149 22.4%	48 21.6%	51 20.2%	118 24.3%	36 15.7%	24 29.1%	35 19.9%
Dealing with the government/ bureaucracy/ regulations	259 20.3%	140 22.9%	119 18.0%	58 26.3%	53 20.8%	101 20.8%	35 15.5%	11 13.1%	33 18.8%
Time management to ensure time with family and friends	200 15.7%	98 16.1%	102 15.4%	39 17.8%	34 13.4%	82 16.9%	31 13.6%	14 16.9%	30 17.0%
Getting enough money to start your business	196 15.4%	101 16.5%	95 14.3%	35 15.8%	43 16.8%	67 13.9%	34 15.2%	16 18.9%	21 11.9%
Maintaining your prior quality of life	195 15.3%	98 16.1%	96 14.6%	32 14.5%	33 12.8%	79 16.3%	37 16.6%	13 16.0%	16 8.8%
Tax laws	191 15.0%	114 18.6%	77 11.6%	40 18.0%	25 9.7%	80 16.4%	38 17.0%	8 9.5%	31 17.5%
		B		D		D			
	171	91	81	35	44	52	28	12	17

Q10. What were the main challenges you first faced when starting-up your own business?

	Total	Gender		Region					
		Male	Female	BC	Prairies E	Ontario	Quebec	Atlantic	Toronto
Developing a business plan	13.4%	14.8%	12.2%	15.6%	17.3%	10.7%	12.5%	14.5%	9.7%
Dealing with banks	169	84	85	28	32	68	31	11	19
	13.3%	13.8%	12.9%	12.5%	12.5%	14.1%	13.7%	12.5%	10.6%
Sourcing materials/ products	156	76	80	28	28	64	22	13	19
	12.2%	12.5%	12.0%	12.7%	11.1%	13.2%	9.9%	15.3%	10.8%
Keeping up on competition	150	70	81	40	25	43	32	10	16
	11.8%	11.4%	12.2%	18.2%	9.7%	8.8%	14.2%	12.1%	8.8%
Registering your business	142	74	69	21	25	46	36	15	17
	11.2%	12.1%	10.4%	9.3%	9.7%	9.5%	16.0%	17.3%	9.7%
Technology/ keeping up to date technologically	130	80	51	39	21	45	18	7	18
	10.2%	13.0%	7.7%	17.4%	8.3%	9.3%	8.0%	8.5%	10.2%
Feeling isolated/ isolation from others	127	53	75	25	17	51	23	11	21
	10.0%	8.6%	11.3%	11.5%	6.8%	10.5%	10.0%	13.1%	11.8%
Taking vacation/ time off	124	56	68	23	27	50	16	8	18
	9.7%	9.2%	10.2%	10.4%	10.5%	10.3%	6.9%	10.0%	10.1%
Finding qualified help/ employees	114	49	65	22	16	50	17	9	21
	9.0%	8.1%	9.7%	9.8%	6.3%	10.3%	7.5%	10.8%	11.8%
Finding qualified advisors	62	31	31	12	9	20	20	1	4
	4.9%	5.1%	4.6%	5.5%	3.6%	4.0%	8.6%	1.3%	2.5%

Q10. What were the main challenges you first faced when starting-up your own business?

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Earning enough money/ maintaining cash flow	6 0.4%	4 0.7%	1 0.2%	0 -	0 -	2 0.4%	0 -	3 4.2% CDEF	1 0.5%
Overcoming lack of experience/ learning curve	5 0.4%	1 0.1%	4 0.7%	2 1.1%	1 0.2%	2 0.4%	0 -	0 -	0 -
Marketing	2 0.1%	2 0.3%	0 -	0 -	0 -	2 0.4%	0 -	0 -	1 0.3%
Education needs	2 0.1%	0 -	2 0.3%	0 -	0 -	2 0.4%	0 -	0 -	1 0.6%
Accounting/ bookkeeping/ record-keeping	2 0.1%	1 0.1%	1 0.1%	1 0.4%	1 0.3%	0 -	0 -	0 -	0 -
Motivation/ procrastination	1 0	0 -	1 0.1%	0 -	0 -	1 0.1%	0 -	0 -	0 -
Other mentions	12 1.0%	5 0.8%	8 1.1%	2 0.9%	4 1.7%	5 1.1%	1 0.3%	0 -	3 1.6%
No challenges	5 0.4%	1 0.1%	4 0.7%	2 0.9%	1 0.5%	2 0.4%	0 -	0 -	1 0.3%
(DK/NS)	1 0.1%	1 0.1%	1 0.1%	1 0.3%	0 -	0 -	1 0.3%	0 -	0 -

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - K/L/M - N/O - P/Q/R Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q14. What is the biggest challenge you now face in running your business?

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Base: All Respondents	1273	A 631	B 642	C 227	D 248	E 497	F 219	G 82	H 183
Weighted	1273	610	663	222	255	486	226	84*	178
Finding clients/ developing your market	277 21.7%	137 22.4%	140 21.1%	38 17.1%	54 21.0%	90 18.5%	81 36.0%	14 16.7%	34 19.1%
Keeping a steady workload	159 12.5%	74 12.2%	85 12.8%	24 10.8%	38 15.0%	67 13.9%	19 8.6%	10 12.0%	26 14.6%
Maintaining sufficient cash flow/ financing growth	142 11.1%	64 10.5%	78 11.8%	29 12.9%	16 6.3%	62 12.7%	23 10.1%	13 15.2%	28 15.9%
Organizing/ managing time	82 6.4%	34 5.5%	48 7.3%	D 13 5.9%	D 10 4.1%	D 46 9.5%	D 8 3.4%	D 4 5.2%	D 15 8.7%
Taking vacation/ time off	67 5.3%	27 4.4%	40 6.0%	11 4.9%	22 8.6%	17 3.5%	10 4.6%	7 7.9%	6 3.2%
Dealing with the government/ bureaucracy/ regulations	62 4.9%	35 5.7%	28 4.2%	18 8.0%	14 5.5%	23 4.8%	3 1.4%	4 5.0%	5 3.1%
Working long hours	61 4.8%	22 3.6%	39 5.8%	F 9 4.3%	14 5.5%	23 4.8%	9 3.8%	5 6.0%	7 3.7%
Keeping up on competition	57 4.4%	23 3.7%	34 5.1%	12 5.6%	7 2.6%	24 5.0%	9 4.0%	4 5.1%	10 5.5%
Time management to ensure time with family and	52	31	21	11	20	14	6	2	3

Q14. What is the biggest challenge you now face in running your business?

		Gender		Region						
		Total	Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Time management to ensure time with family and friends	4.1%	52	20	32	4	17	19	8	5	8
	4.1%	44	21	23	4	7	20	10	3	8
Finding qualified help/ employees	4.1%	39	27	12	8	3	19	7	2	7
	3.0%	36	24	12	8	7	10	6	5	5
Maintaining your prior quality of life	3.5%	33	6	27	7	4	12	9	0	3
	2.8%	20	13	7	5	3	11	1	1	4
Tax laws	3.0%	17	13	4	7	5	3	0	2	1
	3.0%	13	8	5	0	7	5	1	0	1
Technology/ keeping up to date technologically	2.8%	33	6	27	7	4	12	9	0	3
	2.6%	20	13	7	5	3	11	1	1	4
Feeling isolated/ isolation from others	2.6%	20	13	7	5	3	11	1	1	4
	2.6%	17	13	4	7	5	3	0	2	1
Succession planning	1.5%	13	8	5	0	7	5	1	0	1
	1.5%	7	1	6	4	0	2	1	0	0
Sourcing materials/ products	1.3%	13	8	5	0	7	5	1	0	1
	1.3%	7	1	6	4	0	2	1	0	0
Dealing with banks	1.1%	7	1	6	4	0	2	1	0	0
	0.6%	7	1	6	4	0	2	1	0	0
Finding qualified advisors	0.6%	7	1	6	4	0	2	1	0	0
	0.6%	7	1	6	4	0	2	1	0	0



Q14. What is the biggest challenge you now face in running your business?

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Retirement planning	4 0.3%	3 0.5%	1 0.2%	1 0.3%	1 0.2%	1 0.1%	1 0.5%	1 1.3%	0 -
Being interested/ motivated/ ambitious	3 0.2%	1 0.2%	2 0.3%	1 0.5%	1 0.2%	1 0.2%	0 -	0 -	1 0.3%
Making money/ cash flow	3 0.2%	2 0.4%	1 0.1%	0 -	1 0.3%	2 0.4%	0 -	0 -	0 -
Sickness/ health concerns	2 0.2%	0 -	2 0.3%	1 0.4%	0 -	1 0.2%	0 -	0 -	1 0.3%
Accounting/ book keeping	1 0	0 -	1 0.1%	1 0.3%	0 -	0 -	0 -	0 -	0 -
Other mentions	23 1.8%	11 1.8%	12 1.8%	4 1.8%	2 0.8%	7 1.3%	9 4.1%	1 1.4%	2 1.3%
No challenges	15 1.2%	11 1.8%	4 0.6%	4 1.6%	1 0.6%	6 1.3%	3 1.2%	1 1.3%	2 1.3%
(DK/NS)	4 0.3%	3 0.5%	1 0.1%	1 0.3%	2 0.9%	0 -	1 0.3%	0 -	0 -

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - K/L/M - N/O - P/Q/R Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q15new1. And thinking of the next 1 to 2 years, what do you think will be the biggest challenge you will face in running your business?

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
		A	B	C	D	E	F	G	H
Base: All Respondents	1273	631	642	227	248	497	219	82	183
Weighted	1273	610	663	222	255	486	226	84*	178
Finding clients/ developing your market	290 22.8%	150 24.5%	140 21.2%	46 20.7%	66 25.7%	115 23.7%	46 20.4%	17 20.3%	46 25.8%
Keeping a steady workload	203 16.0%	83 13.5%	121 18.2%	31 14.1%	38 15.0%	83 17.0%	44 19.3%	7 8.9%	29 16.4%
Maintaining sufficient cash flow/ financing growth	144 11.3%	59 9.6%	85 12.9%	32 14.6%	27 10.7%	56 11.4%	19 8.6%	9 11.3%	31 17.2%
Organizing/ managing time	69 5.4%	32 5.2%	37 5.6%	7 3.1%	13 5.0%	29 6.0%	17 7.6%	3 3.4%	9 4.9%
Time management to ensure time with family and friends	65 5.1%	29 4.8%	36 5.4%	16 7.2%	14 5.4%	19 3.9%	9 3.8%	8 9.7%	6 3.4%
Dealing with the government/ bureaucracy/ regulations	57 4.5%	31 5.0%	26 3.9%	21 9.5%	9 3.5%	20 4.1%	4 1.8%	3 3.1%	4 2.3%
Working long hours	56 4.4%	26 4.3%	30 4.5%	9 3.9%	8 3.2%	22 4.4%	4 1.9%	13 16.0%	6 3.4%
Maintaining your prior quality of life	45 3.5%	28 4.6%	17 2.5%	4 1.9%	8 3.2%	15 3.2%	15 6.6%	2 2.1%	6 3.6%
	44	29	16	13	6	16	9	1	7

Q15new1. And thinking of the next 1 to 2 years, what do you think will be the biggest challenge you will face in running your business?

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Succession planning	3.5%	4.7%	2.4%	5.9%	2.2%	3.2%	3.9%	1.4%	3.7%
	44	17	28	8	7	15	11	3	6
Finding qualified help/ employees	3.5%	2.7%	4.2%	3.8%	2.6%	3.0%	5.0%	3.8%	3.2%
	43	21	22	6	6	23	6	2	3
Keeping up on competition	3.4%	3.5%	3.3%	2.7%	2.3%	4.8%	2.6%	2.7%	1.6%
	43	12	31	4	11	H	9	2	2
Taking vacation/ time off	3.4%	2.0%	4.6%	1.8%	4.2%	3.4%	4.2%	2.4%	1.3%
			A						
	30	22	8	4	10	12	3	2	4
Technology/ keeping up to date technologically	2.4%	3.6%	1.3%	1.8%	3.8%	2.4%	1.1%	2.4%	2.2%
		B							
	28	20	8	2	5	10	9	1	7
Tax laws	2.2%	3.3%	1.2%	1.1%	1.9%	2.1%	4.1%	1.4%	4.0%
		B							
	19	11	9	3	5	9	2	0	5
Sourcing materials/ products	1.5%	1.7%	1.3%	1.6%	1.9%	1.8%	1.0%	-	2.6%
	17	8	9	2	7	4	3	0	0
Retirement planning	1.3%	1.3%	1.4%	1.1%	2.9%	0.8%	1.4%	-	-
	11	7	4	1	3	2	4	1	0
Dealing with banks	0.9%	1.2%	0.5%	0.5%	1.2%	0.4%	1.9%	0.7%	-
	11	4	7	1	3	5	2	0	1
Feeling isolated/ isolation from others	0.8%	0.6%	1.1%	0.4%	1.2%	1.1%	0.8%	-	0.8%

Q15new1. And thinking of the next 1 to 2 years, what do you think will be the biggest challenge you will face in running your business?

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Finding qualified advisors	4 0.3%	1 0.1%	3 0.5%	2 0.7%	1 0.2%	1 0.2%	1 0.5%	0 -	1 0.5%
Being interested/ motivated/ ambitious	4 0.3%	2 0.3%	2 0.3%	1 0.3%	1 0.6%	1 0.2%	1 0.3%	0 -	1 0.3%
Accounting/ book keeping	2 0.2%	2 0.3%	0 -	0 -	1 0.3%	0 -	0 -	1 1.3% E	0 -
Expansion/ growth of business	2 0.2%	0 -	2 0.3%	0 -	1 0.3%	0 -	1 0.5%	0 -	0 -
Sickness/ health concerns	2 0.1%	0 -	2 0.3%	2 0.8%	0 -	0 -	0 -	0 -	0 -
Making money/ cash flow	2 0.1%	0 -	2 0.3%	0 -	1 0.5%	1 0.1%	0 -	0 -	0 -
Managing alongside other employment	1 0.1%	0 -	1 0.2%	0 -	0 -	0 -	1 0.5%	0 -	0 -
Other mentions	21 1.6%	12 2.0%	9 1.3%	2 0.9%	5 1.8%	7 1.5%	3 1.4%	3 4.1%	3 1.5%
No challenges	11 0.9%	5 0.8%	7 1.0%	3 1.2%	1 0.2%	5 1.0%	1 0.5%	2 2.8%	2 1.3%
(DK/NS)	4 0.3%	1 0.2%	3 0.4%	1 0.5%	0 -	1 0.1%	1 0.3%	2 2.0%	0 -

Q15new1. And thinking of the next 1 to 2 years, what do you think will be the biggest challenge you will face in running your business?

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - K/L/M - N/O - P/Q/R Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q17. What advice would you give to other small businesses about how to grow a business?

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Base: All Respondents	1273	A	B	C	D	E	F	G	H
Weighted	1273	631	642	227	248	497	219	82	183
		610	663	222	255	486	226	84*	178
Network, develop alliances	642	319	322	106	122	266	103	44	102
	50.4%	52.3%	48.7%	48.0%	48.0%	54.6%	45.4%	52.9%	57.2%
Know your competition	598	276	323	116	113	225	100	45	71
	47.0%	45.2%	48.7%	52.4%	44.2%	46.3%	44.0%	53.2%	39.7%
Research the Market	591	272	318	115	131	235	65	46	81
	46.4%	44.6%	48.1%	51.7%	51.5%	48.3%	28.6%	54.4%	45.3%
Develop a business plan	579	282	297	118	116	218	87	39	81
	45.5%	46.2%	44.8%	53.3%	45.6%	44.8%	38.6%	46.8%	45.5%
Take time for Marketing	521	270	251	100	107	214	69	31	80
	40.9%	44.2%	37.9%	45.2%	41.9%	44.0%	30.5%	37.4%	44.8%
Spend less time on how your business cards look, and more time on defining the 'needs' your business will meet	442	224	217	91	95	179	48	30	63
	34.7%	36.8%	32.8%	41.0%	37.2%	36.8%	21.1%	35.5%	35.2%
Seek out mentors	433	208	224	91	90	178	53	21	78
	34.0%	34.1%	33.9%	40.9%	35.2%	36.6%	23.4%	25.3%	43.8%
Join clubs/ associations	412	187	225	71	83	174	63	20	56
	32.3%	30.6%	33.9%	32.1%	32.6%	35.7%	27.9%	24.4%	31.2%
	394	207	188	82	81	121	84	28	55

Q17. What advice would you give to other small businesses about how to grow a business?

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Survey potential customers	31.0%	33.9%	28.3%	36.8%	31.6%	24.8%	37.0%	32.8%	31.0%
				E			E		E
Do your homework when considering where to locate your business	354	155	199	87	74	130	38	25	44
	27.8%	25.5%	30.0%	39.5%	29.0%	26.7%	17.0%	29.5%	24.8%
				EFH	F	F			
Advertise on Internet	286	117	169	58	64	94	45	26	36
	22.5%	19.2%	25.5%	26.3%	25.1%	19.3%	19.7%	30.5%	20.1%
			A						
Seek advice from bankers, accountants, lawyers, or other trusted parties	285	135	151	48	61	123	35	19	50
	22.4%	22.1%	22.7%	21.6%	23.8%	25.3%	15.3%	23.0%	27.9%
						F			F
Spend time/ shadow an entrepreneur in the same industry	242	110	132	45	59	96	24	18	32
	19.0%	18.0%	20.0%	20.3%	23.3%	19.8%	10.7%	21.0%	18.0%
				F	F	F			
Take personal development seminars	231	95	135	40	47	78	48	18	32
	18.1%	15.6%	20.4%	18.2%	18.3%	16.1%	21.2%	20.9%	18.1%
Make cold calls	230	125	105	44	48	89	34	15	37
	18.1%	20.5%	15.9%	20.1%	18.9%	18.3%	14.8%	17.9%	20.7%
Advertise in local newspapers	193	69	124	34	38	64	36	21	16
	15.2%	11.3%	18.7%	15.5%	15.1%	13.1%	16.0%	24.7%	9.1%
			A					EH	
Use Direct Mail	64	34	30	13	24	17	6	4	10
	5.0%	5.5%	4.6%	6.0%	9.3%	3.5%	2.5%	4.5%	5.6%
					EF				
Get investors	54	31	23	14	9	17	13	1	12
	4.3%	5.1%	3.5%	6.4%	3.5%	3.5%	5.6%	1.7%	6.5%

Q17. What advice would you give to other small businesses about how to grow a business?

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Other	64 5.0%	26 4.3%	37 5.6%	7 3.2%	12 4.9%	30 6.2%	13 5.5%	1 1.7%	E 17 9.7%
None	31 2.4%	12 1.9%	19 2.9%	10 4.5%	4 1.6%	8 1.7%	8 3.4%	1 0.7%	CE 2 1.3%
Not sure/ don't know	74 5.8%	34 5.5%	41 6.1%	11 4.9%	20 7.9%	29 6.0%	11 4.9%	3 3.8%	9 5.2%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - K/L/M - N/O - P/Q/R Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q18. If you were to start a business all over again would you do anything differently?

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Base: All Respondents	1273	A 631	B 642	C 227	D 248	E 497	F 219	G 82	H 183
Weighted	1273	610	663	222	255	486	226	84*	178
Yes	435 34.2%	226 37.0%	209 31.5%	97 43.6% DEG	80 31.2%	156 32.0%	82 36.1%	21 25.3%	61 34.1%
No, I would do nothing differently - I would start up exactly the same business again	838 65.8%	384 63.0%	454 68.5%	125 56.4%	175 68.8%	331 68.0%	145 63.9%	63 74.7%	117 65.9%
					C	C		C	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - K/L/M - N/O - P/Q/R Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q19\_04. [I would get more financial advice before starting up my own business.] If you were to start a business all over again what would you do differently? Please check 'Yes' or 'No' for each of the following statements

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Base: Respondents who would do anything differently	428	A	B	C	D	E	F	G	H
Weighted	435	239	189	90	86	164	64	24	66
		226	209	97*	80*	156	82*	21**	61*
<b>I would get more financial advice before starting up my own business.</b>									
Yes	214 49.2%	105 46.4%	109 52.2%	48 50.1%	34 43.1%	75 48.3%	41 50.5%	15 69.0%	30 48.9%
No	221 50.8%	121 53.6%	100 47.8%	48 49.9%	45 56.9%	80 51.7%	40 49.5%	7 31.0%	31 51.1%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - K/L/M - N/O - P/Q/R Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q19\_06. [I would conduct more market research/ planning] If you were to start a business all over again what would you do differently? Please check 'Yes' or 'No' for each of the following statements

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Base: Respondents who would do anything differently	428	A	B	C	D	E	F	G	H
Weighted	435	239	189	90	86	164	64	24	66
		226	209	97*	80*	156	82*	21**	61*
<b>I would conduct more market research/ planning</b>									
Yes	254 58.5%	124 54.8%	131 62.5%	60 61.8%	37 46.4%	92 59.0%	51 62.0%	15 72.4%	38 62.5%
No	180 41.5%	102 45.2%	78 37.5%	37 38.2%	43 53.6%	64 41.0%	31 38.0%	6 27.6%	23 37.5%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - K/L/M - N/O - P/Q/R Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q19\_07. [I would more aggressively solicit clients] If you were to start a business all over again what would you do differently? Please check 'Yes' or 'No' for each of the following statements

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Base: Respondents who would do anything differently	428	A	B	C	D	E	F	G	H
Weighted	435	239	189	90	86	164	64	24	66
		226	209	97*	80*	156	82*	21**	61*
<b>I would more aggressively solicit clients</b>									
Yes	292 67.1%	150 66.5%	141 67.7%	69 71.1%	49 61.3%	106 68.4%	54 66.2%	14 64.5%	45 74.0%
No	143 32.9%	76 33.5%	67 32.3%	28 28.9%	31 38.7%	49 31.6%	28 33.8%	8 35.5%	16 26.0%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - K/L/M - N/O - P/Q/R Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q19\_08. [I would seek more help/ advice] If you were to start a business all over again what would you do differently? Please check 'Yes' or 'No' for each of the following statements

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Base: Respondents who would do anything differently	428	A	B	C	D	E	F	G	H
Weighted	435	239	189	90	86	164	64	24	66
		226	209	97*	80*	156	82*	21**	61*
<b>I would seek more help/ advice</b>									
Yes	285 65.7%	136 60.1%	150 71.6%	66 68.5%	47 59.0%	99 63.7%	56 67.9%	18 83.4%	41 67.7%
No	149 34.3%	90 39.9%	59 28.4%	30 31.5%	33 41.0%	56 36.3%	26 32.1%	4 16.6%	20 32.3%
		B	A						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - K/L/M - N/O - P/Q/R Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q19\_12. [I would develop a better business plan] If you were to start a business all over again what would you do differently? Please check 'Yes' or 'No' for each of the following statements

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Base: Respondents who would do anything differently	428	A	B	C	D	E	F	G	H
Weighted	435	239	189	90	86	164	64	24	66
		226	209	97*	80*	156	82*	21**	61*
<b>I would develop a better business plan</b>									
Yes	232 53.5%	127 56.5%	105 50.2%	56 57.5%	37 47.1%	82 52.7%	45 54.9%	13 58.9%	39 63.7%
No	202 46.5%	98 43.5%	104 49.8%	41 42.5%	42 52.9%	74 47.3%	37 45.1%	9 41.1%	22 36.3%
						H			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - K/L/M - N/O - P/Q/R Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q19\_13. [I would do more networking] If you were to start a business all over again what would you do differently? Please check 'Yes' or 'No' for each of the following statements

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Base: Respondents who would do anything differently	428	A	B	C	D	E	F	G	H
Weighted	435	239	189	90	86	164	64	24	66
		226	209	97*	80*	156	82*	21**	61*
<b>I would do more networking</b>									
Yes	317 72.9%	160 70.9%	157 75.0%	74 76.4%	51 64.6%	117 75.0%	60 73.0%	15 70.8%	50 83.2%
No	118 27.1%	66 29.1%	52 25.0%	23 23.6%	28 35.4%	39 25.0%	22 27.0%	6 29.2%	10 16.8%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - K/L/M - N/O - P/Q/R Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q21. Is the income you earn from your business less than, equal to or more than the income you would otherwise earn from working for someone else?

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Base: All Respondents	1273	A	B	C	D	E	F	G	H
Weighted	1273	631	642	227	248	497	219	82	183
		610	663	222	255	486	226	84*	178
Less than	664 52.2%	289 47.3%	375 56.6%	122 55.2%	120 47.0%	267 54.8%	110 48.8%	45 53.6%	97 54.3%
Equal to	301 23.6%	161 26.4%	A 140 21.1%	56 25.1%	69 27.1%	98 20.1%	61 26.8%	18 20.9%	35 19.5%
More than	308 24.2%	160 26.3%	148 22.3%	44 19.6%	66 26.0%	122 25.0%	55 24.4%	21 25.5%	46 26.1%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - K/L/M - N/O - P/Q/R Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q31new. Turning now to the recent recession, overall how was your business impacted, if at all?

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
		A	B	C	D	E	F	G	H
Base: All Respondents	1273	631	642	227	248	497	219	82	183
Weighted	1273	610	663	222	255	486	226	84*	178
Positively	97	47	50	22	18	44	8	5	16
	7.6%	7.6%	7.6%	10.0%	7.1%	9.0%	3.4%	6.2%	8.7%
Negatively	460	240	220	F	79	F	83	23	74
	36.1%	39.4%	33.2%	42.8%	30.9%	37.1%	36.7%	27.8%	41.5%
No impact	615	285	330	D	142	222	118	43	69
	48.3%	46.7%	49.8%	41.0%	55.5%	45.6%	52.1%	51.1%	38.5%
Don't know/ not sure	101	38	63	CEH	17	H	H	13	20
	7.9%	6.3%	9.4%	6.1%	6.5%	8.4%	7.8%	14.9%	11.2%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - K/L/M - N/O - P/Q/R Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q35new. And thinking about a year from now, are you optimistic about the success of your company over the next year?

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Base: All Respondents	1273	A 631	B 642	C 227	D 248	E 497	F 219	G 82	H 183
Weighted	1273	610	663	222	255	486	226	84*	178
Yes, I am optimistic about the success of my company	919 72.2%	438 71.7%	481 72.5%	139 62.5%	191 75.0%	361 74.3%	168 74.1%	60 71.1%	128 71.9%
I'm not sure	291 22.8%	145 23.8%	145 21.9%	75 33.7% DEF	48 18.9%	108 22.2%	42 18.6%	18 21.0%	43 24.4%
No, I am not optimistic about the success of my company	64 5.0%	27 4.5%	37 5.5%	8 3.8%	15 6.0%	17 3.5%	17 7.3%	7 7.9%	7 3.7%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - K/L/M - N/O - P/Q/R Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q36new. Do you believe the outlook for the Canadian economy as a whole over the next year is...?

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
		A	B	C	D	E	F	G	H
Base: All Respondents	1273	631	642	227	248	497	219	82	183
Weighted	1273	610	663	222	255	486	226	84*	178
Excellent	32 2.5%	18 3.0%	14 2.1%	7 3.3%	14 5.5%	5 1.0%	5 2.0%	1 1.3%	3 1.9%
Very good	246 19.3%	114 18.6%	132 19.9%	36 16.1%	73 28.5%	88 18.1%	34 14.9%	16 18.6%	34 19.3%
Good	553 43.4%	259 42.5%	294 44.3%	101 45.5%	104 40.8%	192 39.4%	128 56.6%	28 33.7%	72 40.4%
Fair	371 29.1%	181 29.7%	190 28.6%	64 28.9%	51 20.1%	171 35.2%	48 21.1%	36 43.5%	59 33.0%
Poor	71 5.6%	38 6.2%	34 5.1%	14 6.2%	13 5.1%	30 6.2%	12 5.3%	2 2.9%	10 5.4%
Summary									
Top3Box (Excellent/ Very good/ Good)	831 65.2%	391 64.1%	439 66.3%	144 64.9%	191 74.8%	285 58.5%	167 73.6%	45 53.7%	110 61.6%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - K/L/M - N/O - P/Q/R Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q37new. Do you think the recession is over?

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Base: All Respondents	1273	A	B	C	D	E	F	G	H
Weighted	1273	631	642	227	248	497	219	82	183
		610	663	222	255	486	226	84*	178
Yes	261 20.5%	127 20.9%	134 20.2%	50 22.6%	54 21.3%	87 17.9%	56 24.8%	14 16.2%	35 19.8%
No	742 58.3%	374 61.2%	368 55.6%	134 60.3%	138 54.0%	290 59.6%	128 56.5%	53 63.1%	101 56.5%
Don't know/ not sure	270 21.2%	109 17.9%	160 24.2%	38 17.1%	63 24.7%	109 22.4%	42 18.7%	17 20.6%	42 23.7%
			A						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - K/L/M - N/O - P/Q/R Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q38new. Looking ahead to the next year, how confident are you that your business will be adding staff - either part time or full time?

	Total	Gender		Region					
		Male	Female	BC	Prairies	Ontario	Quebec	Atlantic	Toronto
Base: All Respondents	1273	A 631	B 642	C 227	D 248	E 497	F 219	G 82	H 183
Weighted	1273	610	663	222	255	486	226	84*	178
Very confident	76 6.0%	33 5.5%	43 6.4%	8 3.5%	18 7.0%	29 5.9%	17 7.4%	5 5.6%	10 5.4%
Somewhat confident	215 16.9%	112 18.4%	103 15.5%	46 20.8%	39 15.2%	84 17.2%	34 15.2%	12 14.3%	40 22.7%
Not very confident	319 25.0%	165 27.1%	153 23.1%	53 23.7%	64 25.2%	124 25.4%	60 26.7%	18 21.3%	49 27.7%
Not at all confident	664 52.1%	299 49.1%	364 54.9%	115 51.9%	134 52.6%	250 51.5%	115 50.7%	49 58.8%	79 44.2%
Summary						H			
Top2Box (Very/ Somewhat confident)	291 22.8%	145 23.8%	145 21.9%	54 24.4%	57 22.3%	112 23.1%	51 22.6%	17 19.9%	50 28.1%
Low2Box (Not very/ Not at all confident)	982 77.2%	465 76.2%	517 78.1%	168 75.6%	198 77.7%	374 76.9%	175 77.4%	67 80.1%	128 71.9%
Mean	1.8	1.8	1.7	1.8	1.8	1.8	1.8	1.7	1.9

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - K/L/M - N/O - P/Q/R Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing