

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

	Total	18-34	35-54	55+
		J	K	L
Base: All Respondents	1273	49	473	751
Weighted	1273	89*	507	677
Finding clients/ developing your market	842 66.1%	61 68.2%	317 62.5%	464 68.6%
Keeping a steady workload	602 47.3%	38 42.5%	259 51.0%	306 45.2%
Working long hours	374 29.4%	22 25.0%	156 30.8%	196 29.0%
Dealing with the government/ bureaucracy/ regulations	359 28.2%	17 18.7%	143 28.1%	200 29.6%
Time management to ensure time with family and friends	329 25.9%	25 28.3%	137 27.0%	167 24.7%
Maintaining your prior quality of life	305 24.0%	21 23.4%	129 25.4%	155 23.0%
Tax laws	290 22.8%	26 29.4%	116 22.9%	148 21.8%
Keeping up on competition	275 21.6%	26 28.7%	101 20.0%	148 21.9%

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

	Total	18-34	35-54	55+
Getting enough money to start your business	250 19.7%	23 25.9%	121 23.9%	106 15.7%
Dealing with banks	240 18.9%	25 28.0%	96 19.0%	119 17.6%
Technology/ keeping up to date technologically	237 18.6%	14 15.8%	80 15.7%	143 21.2%
Developing a business plan	236 18.5%	26 29.5%	93 18.4%	116 17.1%
Feeling isolated/ isolation from others	210 16.5%	8 9.3%	92 18.2%	109 16.2%
Taking vacation/ time off	210 16.5%	10 11.3%	98 19.4%	102 15.0%
Sourcing materials/ products	193 15.2%	13 14.6%	70 13.8%	110 16.3%
Registering your business	186 14.6%	29 32.8%	72 14.2%	85 12.5%
Finding qualified help/ employees	167 13.1%	9 10.0%	71 13.9%	87 12.9%

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

	Total	18-34	35-54	55+
Finding qualified advisors	77 6.0%	15 16.3% KL	28 5.6%	34 5.0%
Accounting/ bookkeeping/ record-keeping	3 0.2%	0 -	1 0.2%	1 0.2%
Family/ friend/ partner issues/ support	2 0.2%	0 -	2 0.5%	0 -
Education needs	2 0.2%	0 -	0 -	2 0.3%
Overcoming lack of experience/ learning curve	2 0.1%	0 -	1 0.2%	1 0.1%
Earning enough money/ maintaining cash flow	1 0.1%	0 -	0 -	1 0.2%
Other mentions	8 0.6%	0 -	3 0.7%	5 0.7%
No challenges	9 0.7%	0 -	1 0.1%	8 1.2%

Proportion of means	Correlation tested (p < 0.05 non reject)	7/12/01/2/1/1	5/11/1	5/11/2	Overlap formulae used	Small base
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Q10. What were the main challenges you first faced when starting-up your own business?

	Total	18-34	35-54	55+
		J	K	L
Base: All Respondents	1273	49	473	751
Weighted	1273	89*	507	677
Finding clients/ developing your market	665 52.2%	41 45.9%	235 46.4%	389 57.5%
Keeping a steady workload	419 32.9%	28 31.4%	174 34.2%	217 32.1%
Working long hours	278 21.8%	9 10.3%	122 24.0%	147 21.6%
Dealing with the government/ bureaucracy/ regulations	259 20.3%	5 6.1%	103 20.2%	151 22.3%
Time management to ensure time with family and friends	200 15.7%	3 3.2%	79 15.5%	119 17.6%
Getting enough money to start your business	196 15.4%	21 23.4%	81 16.0%	94 13.8%
Maintaining your prior quality of life	195 15.3%	8 8.4%	88 17.3%	100 14.7%
Tax laws	191 15.0%	10 11.5%	67 13.2%	114 16.8%

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

	Total	18-34	35-54	55+
Developing a business plan	171 13.4%	14 15.4%	73 14.4%	84 12.5%
Dealing with banks	169 13.3%	13 14.5%	65 12.9%	91 13.5%
Sourcing materials/ products	156 12.2%	5 5.2%	65 12.8%	86 12.7%
Keeping up on competition	150 11.8%	5 5.9%	56 11.1%	89 13.1%
Registering your business	142 11.2%	15 16.7%	51 10.0%	77 11.4%
Technology/ keeping up to date technologically	130 10.2%	1 1.3%	42 8.3%	87 12.9%
Feeling isolated/ isolation from others	127 10.0%	5 5.7%	51 10.1%	71 10.5%
Taking vacation/ time off	124 9.7%	3 2.9%	55 10.8%	67 9.8%
Finding qualified help/ employees	114 9.0%	2 2.5%	53 10.4%	59 8.8%

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

	Total	18-34	35-54	55+
Finding qualified advisors	62 4.9%	5 5.3%	34 6.7% L	23 3.5%
Earning enough money/ maintaining cash flow	6 0.4%	0 -	3 0.7%	2 0.3%
Overcoming lack of experience/ learning curve	5 0.4%	0 -	1 0.2%	4 0.6%
Marketing	2 0.1%	0 -	1 0.2%	1 0.1%
Education needs	2 0.1%	0 -	0 -	2 0.3%
Accounting/ bookkeeping/ record-keeping	2 0.1%	0 -	0 -	2 0.2%
Motivation/ procrastination	1 0	0 -	0 -	1 0.1%
Other mentions	12 1.0%	0 -	4 0.8%	8 1.2%
No challenges	5 0.4%	0 -	1 0.1%	5 0.7%

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

	Total	18-34	35-54	55+
(DK/NS)	1 0.1%	0 -	1 0.1%	1 0.1%

Repetition means	Columns tested (p < 0.05 level)	7/12	5/12	2/12	5/11	5/12	Overlap remains above	Small
base								

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

	Total	18-34	35-54	55+
		J	K	L
Base: All Respondents	1273	49	473	751
Weighted	1273	89*	507	677
Finding clients/ developing your market	277 21.7%	19 21.2%	120 23.6%	138 20.4%
Keeping a steady workload	159 12.5%	12 13.2%	61 12.0%	87 12.8%
Maintaining sufficient cash flow/ financing growth	142 11.1%	7 7.8%	53 10.5%	82 12.1%
Organizing/ managing time	82 6.4%	4 4.7%	36 7.1%	42 6.2%
Taking vacation/ time off	67 5.3%	3 3.8%	33 6.5%	31 4.5%
Dealing with the government/ bureaucracy/ regulations	62 4.9%	2 2.7%	24 4.7%	36 5.3%
Working long hours	61 4.8%	4 4.1%	25 5.0%	32 4.7%
Keeping up on competition	57 4.4%	9 10.4%	22 4.3%	26 3.8%

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

	Total	18-34	35-54	55+
Time management to ensure time with family and friends	52 4.1%	2 1.9%	25 5.0%	25 3.7%
Finding qualified help/ employees	52 4.1%	3 3.6%	26 5.1%	23 3.4%
Maintaining your prior quality of life	44 3.5%	1 1.3%	22 4.3%	21 3.1%
Tax laws	39 3.0%	7 7.9% K	8 1.6%	23 3.4%
Technology/ keeping up to date technologically	36 2.8%	0 -	9 1.8%	26 3.9%
Feeling isolated/ isolation from others	33 2.6%	4 4.1%	10 2.0%	19 2.8%
Succession planning	20 1.5%	2 2.5%	3 0.6%	14 2.1%
Sourcing materials/ products	17 1.3%	5 5.4% KL	4 0.8%	8 1.1%
Dealing with banks	13 1.1%	0 -	6 1.1%	8 1.2%

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

	Total	18-34	35-54	55+
Finding qualified advisors	7 0.6%	0 -	7 1.4%	0 -
Retirement planning	4 0.3%	0 -	1 0.1%	4 0.5%
Being interested/ motivated/ ambitious	3 0.2%	0 -	1 0.2%	2 0.3%
Making money/ cash flow	3 0.2%	0 -	1 0.1%	2 0.3%
Sickness/ health concerns	2 0.2%	0 -	1 0.1%	1 0.2%
Accounting/ book keeping	1 0	0 -	0 -	1 0.1%
Other mentions	23 1.8%	2 2.7%	7 1.5%	13 1.9%
No challenges	15 1.2%	0 -	2 0.5%	13 1.9%
(DK/NS)	4 0.3%	2 2.7%	1 0.1%	1 0.1%
		KL		

Reported means: Column totals (0% non-zero) / 1000000. Small base. Overlap remains add. Small base.

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

	Total	18-34	35-54	55+
		J	K	L
Base: All Respondents	1273	49	473	751
Weighted	1273	89*	507	677
Network, develop alliances	642 50.4%	38 42.5%	244 48.1%	360 53.1%
Know your competition	598 47.0%	40 44.7%	234 46.1%	325 48.0%
Research the Market	591 46.4%	38 42.1%	218 43.0%	335 49.5%
Develop a business plan	579 45.5%	43 47.8%	220 43.4%	316 46.7%
Take time for Marketing	521 40.9%	30 33.8%	182 36.0%	309 45.6%
Spend less time on how your business cards look, and more time on defining the 'needs' your business will meet	442 34.7%	18 20.4%	158 31.2%	265 39.2%
Seek out mentors	433 34.0%	22 24.6%	162 31.9%	249 36.8%
Join clubs/ associations	412 32.3%	21 23.6%	154 30.5%	236 34.9%

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

	Total	18-34	35-54	55+
Survey potential customers	394 31.0%	24 26.4%	138 27.3%	232 34.3% K
Do your homework when considering where to locate your business	354 27.8%	18 20.3%	135 26.6%	201 29.8%
Advertise on Internet	286 22.5%	28 31.7%	112 22.0%	147 21.7%
Seek advice from bankers, accountants, lawyers, or other trusted parties	285 22.4%	15 16.9%	105 20.8%	165 24.4%
Spend time/ shadow an entrepreneur in the same industry	242 19.0%	14 15.6%	101 19.9%	128 18.9%
Take personal development seminars	231 18.1%	16 18.0%	85 16.8%	129 19.1%
Make cold calls	230 18.1%	7 7.7%	76 15.0%	147 21.8% JK
Advertise in local newspapers	193 15.2%	14 15.3%	76 15.0%	104 15.3%
	64	4	28	32

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

	Total	18-34	35-54	55+
Use Direct Mail	5.0%	4.6%	5.5%	4.7%
Get investors	54 4.3%	9 10.4%	28 5.5%	18 2.6%
Other	64 5.0%	8 8.6%	27 5.3%	29 4.3%
None	31 2.4%	0 -	18 3.5%	13 1.9%
Not sure/ don't know	74 5.8%	3 3.1%	37 7.3%	35 5.1%

Repetition means: Column tested (9% non-reply) / 74/3/27/31/35. Small overlap remains used. Small base

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	18-34	35-54	55+
Base: Respondents who would do anything differently	428	J	K	L
Weighted	435	37**	188	210
I would get more financial advice before starting up my own business.				
Yes	214 49.2%	20 55.2%	84 44.9%	109 51.9%
No	221 50.8%	17 44.8%	103 55.1%	101 48.1%

Reported means: Columns listed (% not listed) / N=435/171/188/210. Small base overlap remains 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	18-34	35-54	55+
Base: Respondents who would do anything differently	428	J	K	L
Weighted	435	37**	188	210
I would conduct more market research/ planning				
Yes	254 58.5%	21 56.3%	114 60.8%	120 56.9%
No	180 41.5%	16 43.7%	73 39.2%	91 43.1%

Reported means: Columns tested (95% not level) / N=378/21/114/120. Small base overlap remains 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	18-34	35-54	55+
		J	K	L
Base: Respondents who would do anything differently	428	21	165	242
Weighted	435	37**	188	210
I would more aggressively solicit clients				
Yes	292 67.1%	23 61.5%	123 65.6%	146 69.4%
No	143 32.9%	14 38.5%	65 34.4%	64 30.6%

† Repetition means: Columns tested (at 90% level) / Yes/No/NA. Only one overlap remains 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	18-34	35-54	55+
		J	K	L
Base: Respondents who would do anything differently	428	21	165	242
Weighted	435	37**	188	210
I would seek more help/ advice				
Yes	285 65.7%	31 83.7%	112 59.7%	143 67.8%
No	149 34.3%	6 16.3%	76 40.3%	68 32.2%

* Repetition means: Columns tested (5% risk level) ** 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	18-34	35-54	55+
		J	K	L
Base: Respondents who would do anything differently	428	21	165	242
Weighted	435	37**	188	210
I would develop a better business plan				
Yes	232 53.5%	20 52.7%	100 53.3%	113 53.7%
No	202 46.5%	18 47.3%	88 46.7%	97 46.3%

† Repetition means: Columns tested (5% risk level) = J/K, J/L, J/L, K/L, K/L, L/L. 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	18-34	35-54	55+
		J	K	L
Base: Respondents who would do anything differently	428	21	165	242
Weighted	435	37**	188	210
I would do more networking				
Yes	317 72.9%	27 72.3%	145 77.1%	145 69.1%
No	118 27.1%	10 27.7%	43 22.9%	65 30.9%

* Repetition means: Columns tested (5% risk level) = 72.9/72.3/77.1/69.1% OR 118/27.1/43/22.9% Overlap formula 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	18-34	35-54	55+
		J	K	L
Base: All Respondents	1273	49	473	751
Weighted	1273	89*	507	677
Less than	664 52.2%	40 44.6%	259 51.1%	365 54.0%
Equal to	301 23.6%	34 37.6%	123 24.3%	144 21.3%
More than	308 24.2%	16 17.8%	125 24.6%	168 24.8%

* Repetition means: Column totals (5% non-reply) = 76,897. 50% of 76,897 = 38,448. 38,448 + 38,448 = 76,896. Small base

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

	Total	18-34	35-54	55+
Base: All Respondents	1273	J 49	K 473	L 751
Weighted	1273	89*	507	677
Positively	97 7.6%	17 19.1%	42 8.2%	38 5.7%
Negatively	460 36.1%	KL 28 31.4%	164 32.4%	268 39.5%
No impact	615 48.3%	42 46.8%	252 49.6%	K 321 47.5%
Don't know/ not sure	101 7.9%	2 2.7%	49 9.7%	49 7.3%

* Repetition means: Column totals (9% non-reply) = 1273/89 = 14.2. Since 14.2 is not a whole number, some group totals are used. Small base

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

	Total	18-34	35-54	55+
		J	K	L
Base: All Respondents	1273	49	473	751
Weighted	1273	89*	507	677
Yes, I am optimistic about the success of my company	919 72.2%	77 86.3%	377 74.3%	465 68.7%
I'm not sure	291 22.8%	10 11.2%	109 21.4%	172 25.4%
No, I am not optimistic about the success of my company	64 5.0%	2 2.5%	21 4.2%	40 5.9%

* Repertory method. Columns tested (9% non-rep/1% B/E/2% C/H/1% D/E/2% overlap remain added. Small base

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

	Total	18-34	35-54	55+
Base: All Respondents	1273	J 49	K 473	L 751
Weighted	1273	89*	507	677
Excellent	32 2.5%	2 2.7%	16 3.2%	13 2.0%
Very good	246 19.3%	31 34.9%	98 19.3%	116 17.2%
Good	553 43.4%	KL 30 33.2%	212 41.8%	311 46.0%
Fair	371 29.1%	15 17.2%	149 29.4%	207 30.5%
Poor	71 5.6%	11 12.1%	31 6.2%	29 4.3%
Summary		L		
Top3Box (Excellent/ Very good/ Good)	831 65.2%	63 70.7%	327 64.4%	441 65.1%

* Repetition means: Column totals (9% non-reply) / 1273/89/507/677. Small sample overlap remains used. Small base

Q37new. Do you think the recession is over?

	Total	18-34	35-54	55+
Base: All Respondents	1273	J 49	K 473	L 751
Weighted	1273	89*	507	677
Yes	261 20.5%	30 33.5%	98 19.3%	133 19.7%
No	742 58.3%	K 38 42.8%	302 59.6%	402 59.4%
Don't know/ not sure	270 21.2%	21 23.6%	107 21.1%	142 20.9%

* Repetition means: Columns tested (5% risk level) = 74/2/2/2/1 = 51/1/1. Only 1/2 overlap remains used. Small base

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	18-34	35-54	55+
Base: All Respondents	1273	J 49	K 473	L 751
Weighted	1273	89*	507	677
Very confident	76 6.0%	6 6.8%	29 5.7%	41 6.1%
Somewhat confident	215 16.9%	19 21.7%	104 20.4%	92 13.6%
Not very confident	319 25.0%	26 29.4%	L 141 27.9%	151 22.4%
Not at all confident	664 52.1%	38 42.2%	233 46.0%	393 58.0%
Summary				K
Top2Box (Very/ Somewhat confident)	291 22.8%	25 28.5%	132 26.1%	133 19.6%
Low2Box (Not very/ Not at all confident)	982 77.2%	64 71.5%	L 375 73.9%	544 80.4%
Mean	1.8	1.9	L 1.9	K 1.7

Proportion of means	Correlation tested (p < 0.05 non-relev)	1/2/3/4/5/6/7	5/6/7	5/6/7/8/9/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100
base				