

Q10new. [SUMMARY - MOST/SECOND MOST/ THIRD MOST CHALLENGING] The following is a list of challenges you may have faced when you first started up your own business. Please select up to three that were the most challenging. Put them in order of importance, by placing a '1' next to the most challenging, a '2' next to the second most challenging and a '3' next to the third most challenging.

	Gender			Region						Urban/Rural		Annual revenues			Income from business		
	Total	Male	Female	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	Rural	Urban	<\$50k	\$50k-<\$100k	\$100k+	<50%	50%<-100%	100%
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	1400	697	703	219	148	120	575	227	111	288	1108	790	275	335	792	369	239
Weighted	1400	664	736	220	141	116*	575	232	116*	273	1125	836	267	298	841	343	216
Finding clients/developing your market/keeping a steady workflow	835	385	450	124	88	55	364	141	64	146	689	532	158	145	516	195	125
	59.7%	58.0%	61.2%	56.4%	62.1%	47.4%	63.2%	60.7%	55.3%	53.4%	61.3%	63.6%	59.2%	48.9%	61.3%	56.9%	57.8%
					E		E	E			I	M	M				
Work-life balance issues like working long hours, time management to ensure time with family and friends, taking vacation or																	
	544	223	321	99	65	62	215	67	35	122	422	313	109	123	305	147	91
	38.9%	33.6%	43.6%	45.0%	46.3%	53.2%	37.4%	29.1%	30.5%	44.7%	37.5%	37.4%	40.8%	41.2%	36.3%	43.0%	42.4%
Accounting and tax filing			A	GH	GH	FGH	G			J						N	
	468	217	251	67	47	34	188	86	46	86	381	282	96	90	280	115	73
	33.4%	32.6%	34.1%	30.3%	33.3%	29.7%	32.7%	37.0%	39.7%	31.6%	33.9%	33.7%	36.1%	30.1%	33.2%	33.5%	33.9%
Dealing with the government/bureaucracy/regulations/registering your business																	
	378	205	173	49	40	27	169	62	30	60	316	179	78	121	208	103	66
	27.0%	30.9%	23.5%	22.3%	28.3%	23.4%	29.5%	26.8%	25.9%	22.1%	28.1%	21.4%	29.1%	40.7%	24.8%	30.0%	30.8%
Getting enough money to start your business		B										K	KL				
	369	174	195	60	29	40	134	60	46	87	281	216	59	93	221	87	61
	26.3%	26.2%	26.4%	27.4%	20.2%	34.2%	23.3%	25.7%	39.9%	31.8%	25.0%	25.9%	22.2%	31.2%	26.2%	25.3%	28.4%
Keeping up on competition						DF			CDFG	J				L			
	250	125	124	46	23	18	97	53	12	49	199	159	54	36	149	64	37
	17.8%	18.9%	16.9%	20.9%	16.5%	15.4%	16.9%	22.9%	10.4%	18.1%	17.7%	19.1%	20.2%	12.2%	17.7%	18.8%	17.0%
Technology/keeping up to date technologically				H				H				M	M				
	232	115	116	34	30	13	109	31	13	42	190	155	41	36	150	57	24
	16.5%	17.4%	15.8%	15.6%	21.3%	11.4%	19.0%	13.4%	11.6%	15.4%	16.9%	18.5%	15.4%	12.0%	17.8%	16.6%	11.3%
Developing a business plan												M			P		
	230	114	116	39	17	23	88	41	22	43	186	164	35	30	155	49	26
	16.4%	17.2%	15.7%	17.9%	11.7%	20.0%	15.2%	17.9%	18.6%	15.8%	16.6%	19.7%	13.2%	10.2%	18.4%	14.4%	11.9%
Feeling isolated/isolation from others												LM			P		
	219	91	128	31	19	14	97	41	17	40	179	149	44	26	143	43	33
	15.6%	13.7%	17.4%	14.2%	13.4%	11.7%	16.9%	17.6%	14.6%	14.7%	15.9%	17.8%	16.5%	8.9%	17.0%	12.6%	15.2%
Dealing with banks												M	M				
	205	120	84	25	18	21	80	43	18	43	160	73	44	88	101	60	43
	14.6%	18.1%	11.5%	11.5%	12.7%	17.9%	13.9%	18.6%	15.4%	15.9%	14.2%	8.7%	16.3%	29.7%	12.1%	17.4%	20.2%
Sourcing materials/products		B										K	KL		N	N	
	191	79	112	31	20	16	80	27	19	38	153	133	32	26	141	32	18
	13.6%	11.9%	15.2%	13.9%	13.8%	13.5%	13.9%	11.6%	16.2%	13.8%	13.6%	15.9%	12.0%	8.8%	16.8%	9.2%	8.4%
Human resources issues like finding qualified help or employees												M			OP		
	120	64	56	22	15	9	37	23	13	25	94	37	29	53	49	41	30
	8.5%	9.6%	7.6%	10.0%	10.3%	7.9%	6.5%	10.1%	11.2%	9.2%	8.4%	4.5%	11.0%	17.8%	5.8%	11.9%	13.8%
Finding qualified advisors												K	KL		N	N	
	60	31	29	12	5	8	22	9	4	14	46	42	4	14	39	11	10
	4.3%	4.6%	4.0%	5.5%	3.2%	7.1%	3.8%	4.0%	3.5%	5.2%	4.1%	5.0%	1.5%	4.8%	4.7%	3.1%	4.6%
Other												L		L			
	101	48	53	19	10	8	45	11	8	23	77	73	17	10	67	24	9
	7.2%	7.2%	7.2%	8.8%	6.8%	7.1%	7.7%	4.7%	7.2%	8.4%	6.8%	8.8%	6.5%	3.5%	8.0%	7.1%	4.4%
												M					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J - K/L/M - N/O/P Overlap formulae used. * small base

Q17new. [SUMMARY - MOST/SECOND MOST/ THIRD MOST IMPORTANT] The following are examples of advice you might give to other small businesses about how to grow a business. Please select up to three that you feel are the most important. Put them in order of importance, by placing a '1' next to the most important, a '2' next to the second most important and a '3' next to the third most important.

		Gender		Region						Urban/Rural		Annual revenues			Income from business		
	Total	Male	Female	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	Rural	Urban	<\$50k	\$50k-<\$100k	\$100k+	<50%	50%<100%	100%
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	1400	697	703	219	148	120	575	227	111	288	1108	790	275	335	792	369	239
Weighted	1400	664	736	220	141	116*	575	232	116*	273	1125	836	267	298	841	343	216
Develop an effective business plan	619	300	319	93	62	57	253	94	59	128	490	361	123	135	367	158	94
	44.2%	45.2%	43.3%	42.3%	44.1%	49.3%	44.1%	40.6%	50.8%	46.9%	43.6%	43.1%	46.3%	45.3%	43.7%	46.0%	43.4%
Manage your time well	606	286	320	112	59	49	236	108	43	113	493	376	106	124	346	165	95
	43.3%	43.1%	43.5%	50.9%	41.5%	42.0%	40.9%	46.6%	37.4%	41.5%	43.8%	45.1%	39.8%	41.5%	41.2%	48.2%	43.8%
Network				FH											N		
	534	231	303	90	46	37	234	91	36	75	458	345	104	85	343	108	83
	38.2%	34.8%	41.2%	40.8%	32.5%	32.0%	40.7%	39.3%	31.4%	27.4%	40.8%	41.3%	39.1%	28.5%	40.8%	31.5%	38.5%
Seek help/advice		A									I	M	M		O		
	387	162	225	59	50	35	137	70	36	68	317	239	67	81	240	83	64
	27.6%	24.3%	30.6%	27.0%	35.2%	30.0%	23.9%	30.1%	30.9%	24.9%	28.2%	28.6%	25.0%	27.4%	28.5%	24.2%	29.5%
Aggressively solicit clients/business		A			F												
	345	188	157	47	41	23	168	44	22	57	288	200	67	79	217	89	39
	24.7%	28.3%	21.4%	21.2%	29.2%	20.2%	29.1%	19.1%	19.1%	20.7%	25.6%	23.9%	25.0%	26.6%	25.8%	25.9%	18.3%
Conduct market research/planning		B			G		CG								P	P	
	343	144	200	59	44	23	138	52	28	76	268	230	64	50	231	72	41
	24.5%	21.7%	27.1%	26.7%	31.3%	19.5%	24.0%	22.3%	24.0%	27.7%	23.8%	27.5%	23.9%	16.8%	27.4%	20.9%	19.0%
Get financial advice before starting your business		A										M	M		OP		
	321	147	173	46	37	27	120	58	33	68	252	165	63	93	181	100	40
	22.9%	22.2%	23.6%	20.8%	26.0%	23.1%	20.9%	25.1%	28.5%	24.8%	22.4%	19.7%	23.5%	31.2%	21.5%	29.0%	18.7%
Arrange financing/credit														K		NP	
	228	123	105	23	18	35	85	51	17	54	172	104	42	81	117	60	52
	16.3%	18.5%	14.3%	10.3%	12.6%	30.1%	14.9%	21.9%	14.4%	19.9%	15.3%	12.5%	15.9%	27.3%	13.9%	17.4%	23.9%
Start your own business earlier, at a younger age						CDFH		CDF						KL			N
	216	117	99	31	21	12	100	34	19	44	171	135	47	34	132	54	31
	15.4%	17.6%	13.5%	13.9%	14.8%	10.2%	17.3%	14.7%	16.3%	16.2%	15.2%	16.1%	17.5%	11.6%	15.7%	15.7%	14.2%
Invest in advertising/promotion	213	104	109	38	10	21	88	33	22	56	156	137	46	30	132	42	39
	15.2%	15.7%	14.8%	17.4%	6.9%	18.3%	15.3%	14.3%	19.4%	20.3%	13.9%	16.4%	17.1%	10.1%	15.7%	12.3%	18.0%
Put money into your business				D		D	D	D	D	J		M	M				
	188	88	100	26	18	15	76	31	22	42	146	102	31	55	111	42	35
	13.4%	13.2%	13.6%	11.8%	12.4%	13.4%	13.2%	13.5%	18.7%	15.3%	13.0%	12.2%	11.7%	18.4%	13.2%	12.3%	16.2%
Start your own business later, once you are older and more experienced														KL			
	101	56	45	23	9	5	50	11	4	13	88	51	33	17	48	33	20
	7.2%	8.4%	6.2%	10.3%	6.3%	4.1%	8.7%	4.7%	3.2%	4.7%	7.9%	6.2%	12.2%	5.8%	5.7%	9.6%	9.3%
Do not start your own business				GH									KM		N		
	39	19	19	8	2	3	17	7	2	11	28	18	3	18	21	8	9
	2.8%	2.9%	2.6%	3.4%	1.2%	2.9%	3.0%	3.2%	1.5%	4.0%	2.5%	2.1%	1.1%	6.0%	2.5%	2.4%	4.4%
Other														KL			
	60	27	33	7	8	6	23	11	5	15	45	44	5	10	38	16	6
	4.3%	4.1%	4.5%	3.2%	5.9%	4.9%	4.1%	4.6%	4.4%	5.6%	4.0%	5.3%	2.0%	3.4%	4.5%	4.6%	2.8%
												L					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J - K/L/M - N/O/P Overlap formulae used. * small base