

QP1. Have you ever thought of owning your own business?

	Total
<b>Base: All Respondents</b>	<b>1005</b>
<b>Weighted</b>	<b>1005</b>
Yes	573
	57%
No	432
	43%

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M, N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M, N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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2. Did you start your own business / Have you started your own business?

		Thought of owning a business	
	Total	Yes	No
		L	M
<b>Base: Have Ever Thought Of Own Business</b>	<b>587</b>	<b>587</b>	-
<b>Weighted</b>	<b>573</b>	<b>573</b>	-
Yes	207	207	-
	36%	36%	-
No	366	366	-
	64%	64%	-

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M, N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M, N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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2B. Would you rather work for...?

		Thought of owning a business	
		Yes	No
	Total	L	M
<b>Base: Haven't Started Own Business</b>	<b>372</b>	<b>372</b>	-
<b>Weighted</b>	<b>366</b>	<b>366</b>	-
Yourself	306	306	-
	84%	84%	-
Someone else	59	59	-
	16%	16%	-

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M, N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M, N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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### 3. How did you start your business?

		Started own business	
		Yes	No
	Total	N	O
<b>Base: Have Started Own Business</b>	<b>215</b>	<b>215</b>	-
<b>Weighted</b>	<b>207</b>	<b>207</b>	-
Saved my own money	83	83	-
	40%	40%	-
Started out small/side business to test the waters	73	73	-
	35%	35%	-
Got moral support from family/friends/ Obtained financial support from family/friends (Net)	59	59	-
	28%	28%	-
Got moral support from family/friends	46	46	-
	22%	22%	-
Obtained financial support from family/friends	22	22	-
	11%	11%	-
Contacted financial institution / Contacted accountant/lawyer (Net)	44	44	-
	21%	21%	-
Contacted financial institution	29	29	-
	14%	14%	-
Contacted accountant/lawyer	26	26	-
	12%	12%	-
Found a trustworthy business partner	25	25	-
	12%	12%	-

Sought advice from other business owners	16	16	-
	8%	8%	-
Sought advice from industry/trade association	15	15	-
	7%	7%	-
It was an accident	13	13	-
	6%	6%	-
Raised outside capital	8	8	-
	4%	4%	-
Obtained a government grant	7	7	-
	4%	4%	-
Joined a business incubator/start-up zone	6	6	-
	3%	3%	-
Crowdfunded	4	4	-
	2%	2%	-
Other	24	24	-
	12%	12%	-

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M, N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M, N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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6. What has stopped you from starting your own business?

		Started own business	
		Yes	No
	Total	N	O
<b>Base: Haven't Started Own Business</b>	<b>372</b>	-	<b>372</b>
<b>Weighted</b>	<b>366</b>	-	<b>366</b>
No capital/start-up money	161	-	161
	44%	-	44%
I needed steady/reliable income	139	-	139
	38%	-	38%
Fear of failure	107	-	107
	29%	-	29%
Did not know how to start	103	-	103
	28%	-	28%
Too much financial obligation (e.g. big mortgage/family/sole breadwinner)	87	-	87
	24%	-	24%
Too risky	74	-	74
	20%	-	20%
Timing wasn't right - but I still intend to start a business	69	-	69
	19%	-	19%
Too much debt (e.g. student loans)	60	-	60
	16%	-	16%
No support/encouragement	58	-	58
	16%	-	16%
Couldn't decide on what type of business I wanted to start	42	-	42
	12%	-	12%

Was told idea wouldn't work	13	-	13
	4%	-	4%
Other	36	-	36
	10%	-	10%

- Column Proportions:

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