

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

	Generation			
	18-34 (Millennial)	35-50 (Gen X)	51-69 (Boomer)	70+
	M	N	O	P
Base: All Respondents	260	271	400	74
Weighted	280	248	412	65
Yes	188	144	212	29
	67%	58%	52%	45%
	OP			*
No	93	104	200	36
	33%	42%	48%	55%
			M	M*

- Column Proportions:

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

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/P, Q/R/S/T

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

[Table of contents](#)

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

	Generation			
	18-34 (Millennial)	35-50 (Gen X)	51-69 (Boomer)	70+
	M	N	O	P
Base: Have Ever Thought Of Own Business	179	163	211	34
Weighted	188	144	212	29
Yes	42	44	102	18
	22%	31%	48%	64%
			MN	**
No	145	100	110	10
	78%	69%	52%	36%
	O	O		**

- Column Proportions:

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

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/P, Q/R/S/T

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

[Table of contents](#)