

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

	Generation			
	18-34 (Millennial)	35-50 (Gen X)	51-69 (Boomer)	70+
	M	N	O	P
<b>Base: Haven't Started Own Business</b>	<b>143</b>	<b>109</b>	<b>107</b>	<b>13</b>
<b>Weighted</b>	<b>145</b>	<b>100</b>	<b>110</b>	<b>10</b>
No capital/start-up money	65 45%	45 45%	46 42%	5 47%
		*	*	**
I needed steady/reliable income	60 41%	32 32%	42 38%	6 55%
		*	*	**
Fear of failure	48 33%	29 29%	28 25%	2 23%
		*	*	**
Did not know how to start	49 34%	30 30%	23 21%	1 12%
	O	*	*	**
Too much financial obligation (e.g. big mortgage/family/sole breadwinner)	41 28%	21 21%	20 18%	5 49%
		*	*	**
Too risky	28 19%	16 16%	29 26%	1 14%
		*	*	**
Timing wasn't right - but I still intend to start a business	34 24%	17 17%	16 14%	2 17%
		*	*	**
Too much debt (e.g. student loans)	33 23%	18 18%	9 8%	- -
	O	O*	*	**
No support/encouragement	24 16%	18 18%	15 14%	* 5%
		*	*	**
Couldn't decide on what type of business I wanted to start	14 9%	14 14%	13 12%	2 16%
		*	*	**
Was told idea wouldn't work	6 4%	* *	6 6%	- -

		*	*	**
Other	12	10	13	1
	8%	10%	12%	5%
		*	*	**

- 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](#)