

Now, thinking about career stage, which statement best describes when you started your business? / Now, thinking about career stage, which statement best describes when you think it would be a good time to start a business?

	Business Owners (BO)	18-34
Base: All Respondents (unwtd)	238	354
Base: All Respondents (wtd)	221	422
	68	163
In mid-career once a stable position was reached, to pursue small business ownership as a side venture or transition	31%	39%

How much do you agree or disagree with each of the following? ... - Top 2 Box Summary

	Custom
	Business Owners and Aspiring
Base: All Answering (unwtd)	698
Base: All Answering (wtd)	687
Be my own boss	648
	94%

How much do you agree or disagree with each of the following? ... - Top 2 Box Summary

	Custom
	Business Owners and Aspiring
Base: All Respondents (unwtd)	698
Base: All Respondents (wtd)	687
The rising cost of living is a significant factor that is motivating / would motivate me to start a business or side hustle.	561
	82%
I am exploring ways to make money from a passion project or hobby.	546
	79%
Due to the rising cost of living, one income isn't as viable of an option as it used to be and a "side hustle" provides a secondary income gives me more financial freedom and security.	606
	88%
	B
I have started/want to start a small business or side hustle because I am planning for my future or preparing for impending retirement and want an additional income stream.	520
	76%
My chief aim for my small business is / would be to create a source of income on which I can support myself.	625
	91%
My chief aim for my small business is / would be to start a venture that scales into a large enterprise.	404
	59%
I ... a family history of entrepreneurship showing a viable path to business ownership.	321
	47%
I have a desire to start more businesses.	110
	50%
I ... motivated to be an entrepreneur because I want to live in a way that a corporate job would not allow.	535
	78%
I 'peaked' in my role/job and small business ownership ... the next step to thrive	445
	65%

How much do you agree or disagree with each of the following? ... - Top 2 Box Summary

	18-34
	209
Base: All Respondents (unwtd)	
Base: All Respondents (wtd)	254
I ... motivated to be an entrepreneur because I want to live in a way that a corporate job would not allow.	213
	84%

How much do you agree or disagree with each of the following? ... - Top 2 Box Summary

	35-54
Base: All Respondents (unwtd)	292
Base: All Respondents (wtd)	247
I 'peaked' in my role/job and small business ownership ... the next step to thrive	176
	71%

How much do you agree or disagree with each of the following? ... - Top 2 Box Summary

	Quebec
	129
Base: All Respondents (unwtd)	
Base: All Respondents (wtd)	129
I am exploring ways to make money from a passion project or hobby.	121
	94%
I ... a family history of entrepreneurship showing a viable path to business ownership.	76
	59%
I have a desire to start more businesses.	18
	47%
I 'peaked' in my role/job and small business ownership ... the next step to thrive	103
	80%

How much do you agree or disagree with each of the following? ... - Top 2 Box Summary

		2022
		517
Base: All Respondents (unwtd)		
Base: All Respondents (wtd)		510
		398
Due to the rising cost of living, one income isn't as viable of an option as it used to be and a "side hustle" provides a secondary income gives me more financial freedom and security.		78%
		337
I have started/want to start a small business or side hustle because I am planning for my future or preparing for impending retirement and want an additional income stream.		66%
		392
My chief aim for my small business is / would be to create a source of income on which I can support myself.		77%