



Environics
Omni Report
May 2, 2017

Leger

METHODOLOGY

QUANTITATIVE RESEARCH

INSTRUMENT

A survey of 1735 Canadians was completed online between April 24 to 29, 2017 using Leger's online panel, *LegerWeb*.

A probability sample of the same size would yield a margin of error of +/-2.4%, 19 times out of 20.

Note: The sample includes a booster of n=200 Self-employed Canadians

ABOUT LEGER'S ONLINE PANEL

Leger's online panel has approximately 475,000 members nationally – with between 10,000 and 20,000 new members added each month, and has a retention rate of 90%.

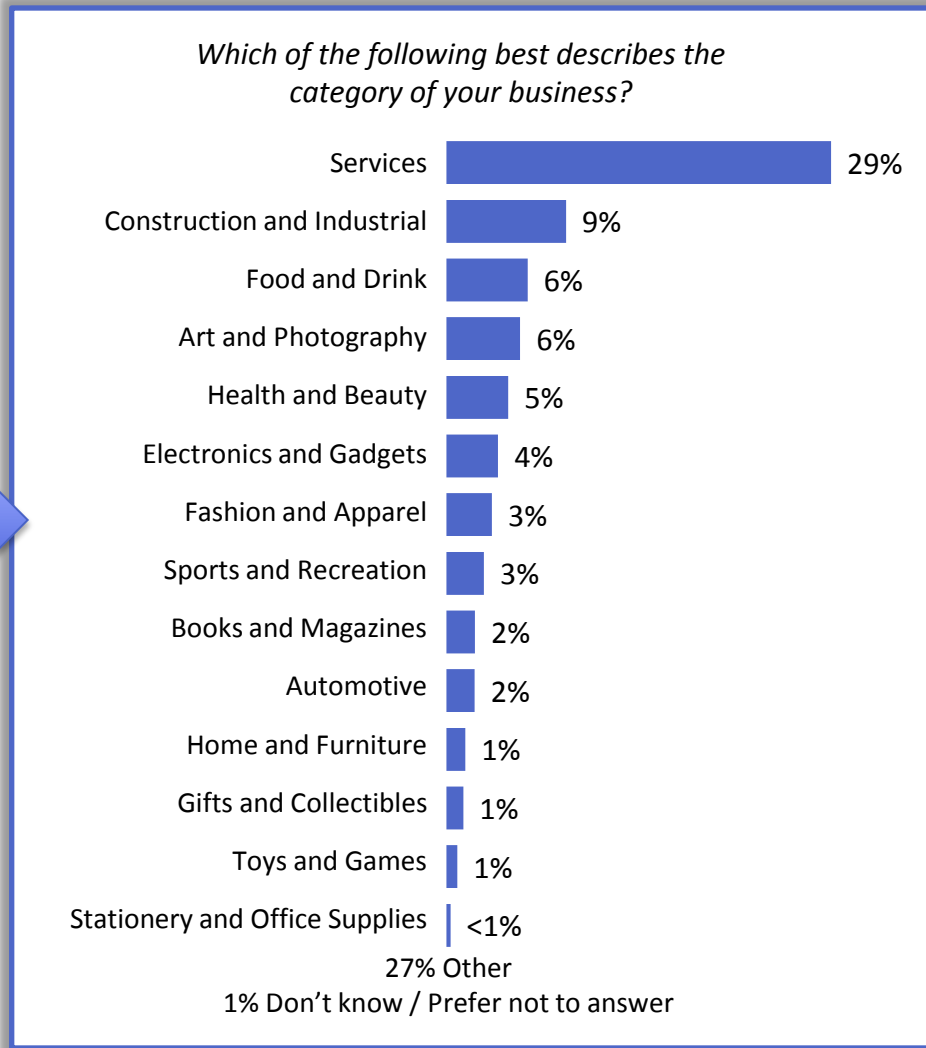
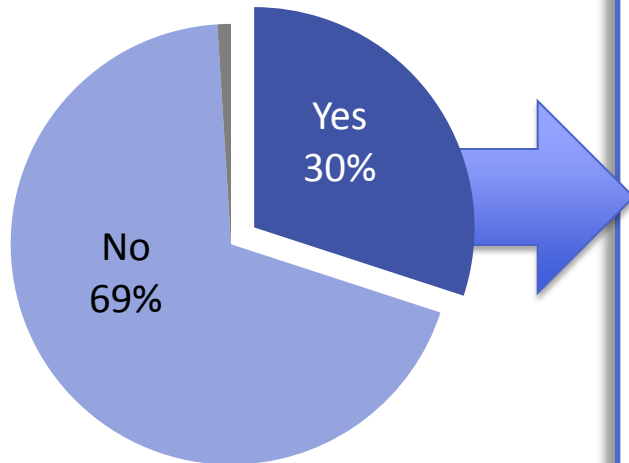
QUALITY CONTROL

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

OWNING OWN BUSINESS

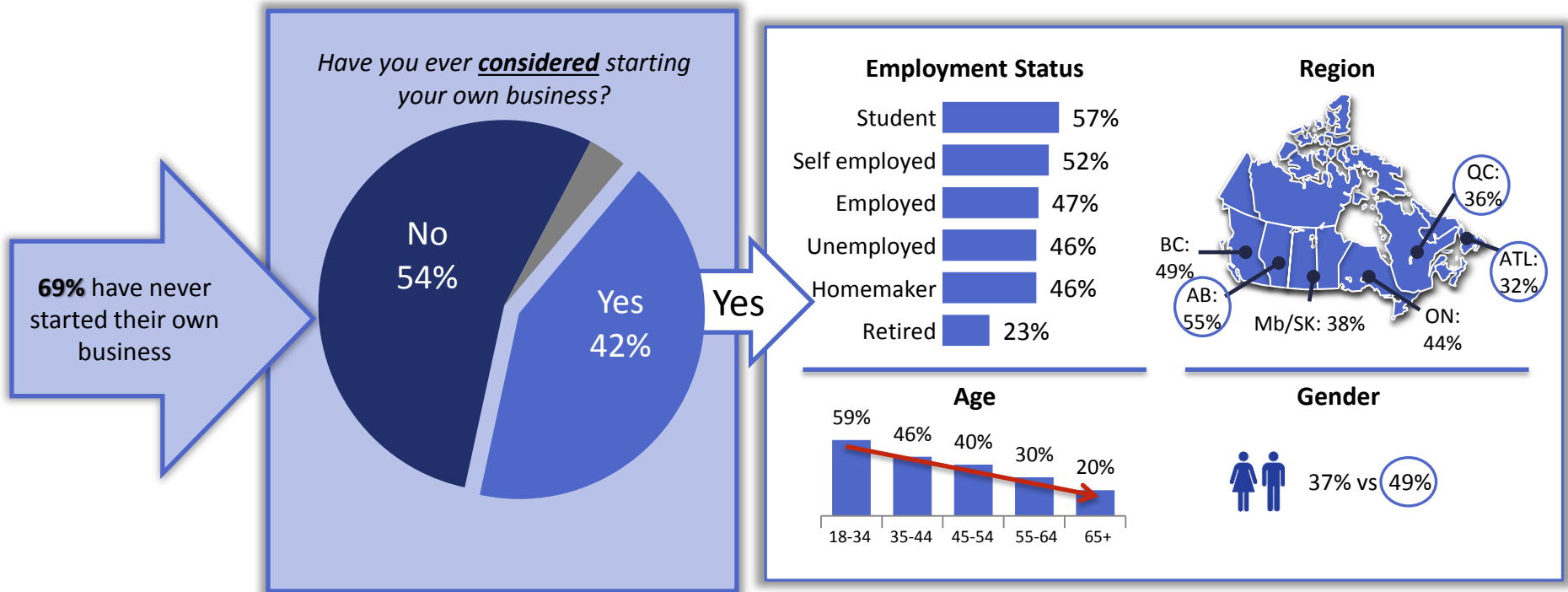
Three-in-ten (30%) Canadians have ever started their own business. Among those who have started their own business, three-in-ten (29%) started a service business, followed by construction and industrial (9%), food and drink (6%), and art and photography (6%).

Have you ever started your own business?



CONSIDERED OWNING OWN BUSINESS

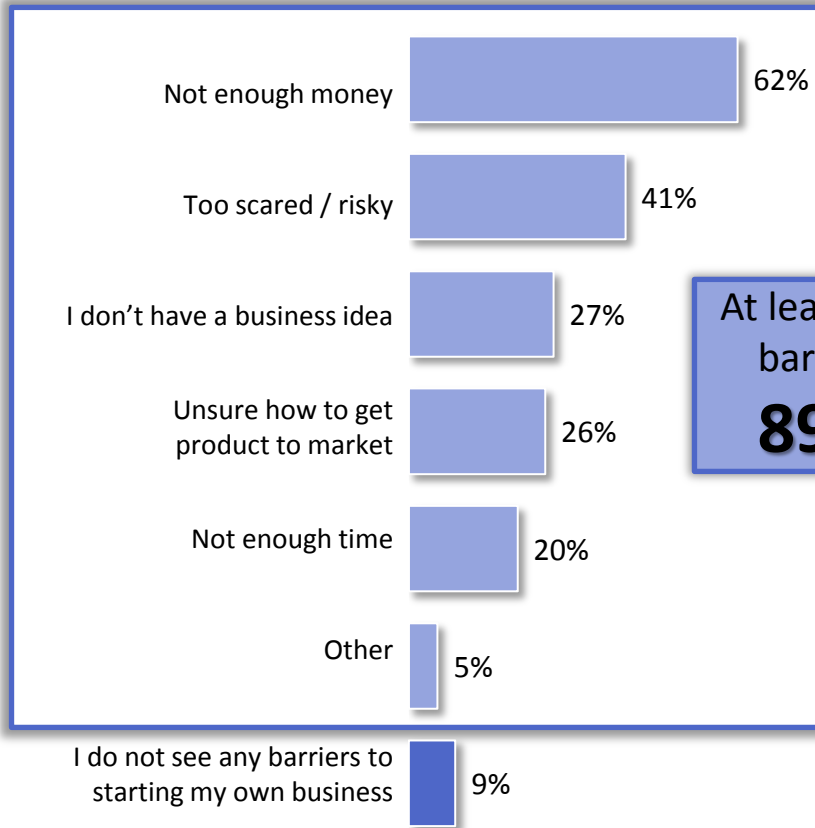
Among the 69% of Canadians who have not started their own business, roughly four-in-ten (42%) have considered starting their own business. Men (vs women) and Canadians age 18-34 (vs 35 and older) are significantly more likely to have considered starting their own business. Students (57%) are most likely to say they have considered starting their own business, followed by 47% of employed Canadians, while retired Canadians are least likely to have considered starting their own business. Regionally, Albertans are most likely to have considered starting their own business, while Quebecers and Atlantic Canadians are least likely.



Significantly higher/lower

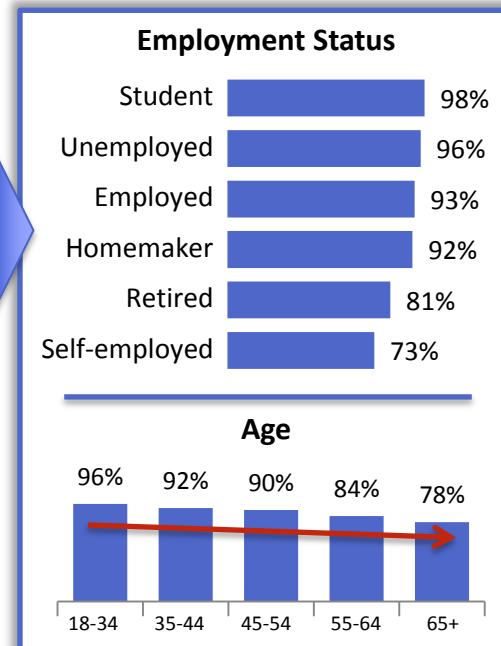
BARRIERS TO STARTING OWN BUSINESS

Which of the following do you consider barriers to starting a business?



At least one barrier:
89%

The majority of Canadians (89%) find at least one barrier to starting a business, with the largest barriers being not enough money (62%) and too scared or risky (41%). Students, unemployed, and employed Canadians are more likely to believe there are barriers, while self-employed Canadians are least likely to say there are barriers to starting a business (73%). Unsurprisingly, Younger Canadians are significantly more likely to see barriers to starting a business.



PERCEPTIONS OF STARTING OWN BUSINESS

More than two-thirds (68%) of Canadians would love to be their own boss one day, and more than half (53%) do believe it is possible to start their own business but lack resources. Younger Canadians are significantly more likely to want to be their own boss, and believe it is possible to start their own business. More than one-third (36%) believe their current job is their 'dream job'. Quebecers (vs rest of Canadians) are significantly more likely to say they will never start their own business, and say their current job is their dream job. Canadians outside of Quebec are significantly more likely to want to be their own boss, and believe it is possible to start their own business but lack the resources.

To what extent do you agree or disagree with the following:
(% Strongly / Somewhat agree)

68%

I would love to be my own boss one day

53%

I believe it is possible to start my own business but lack resources

42%

I will never start my own business

36%

My current job is my 'dream job'



QC vs ROC

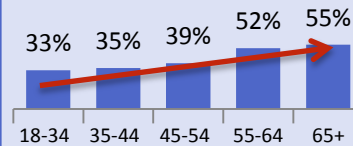
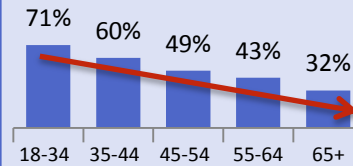
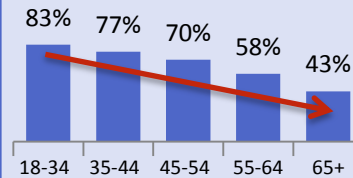
61% vs 70%

41% vs 57%

47% vs 40%

41% vs 34%

Age



Considered starting own business
Yes vs no

90% vs 43%

80% vs 29%

24% vs 69%

28% vs 38%

outside of Quebec are significantly more likely to want to be their own boss, and believe it is possible to start their own business but lack the resources.

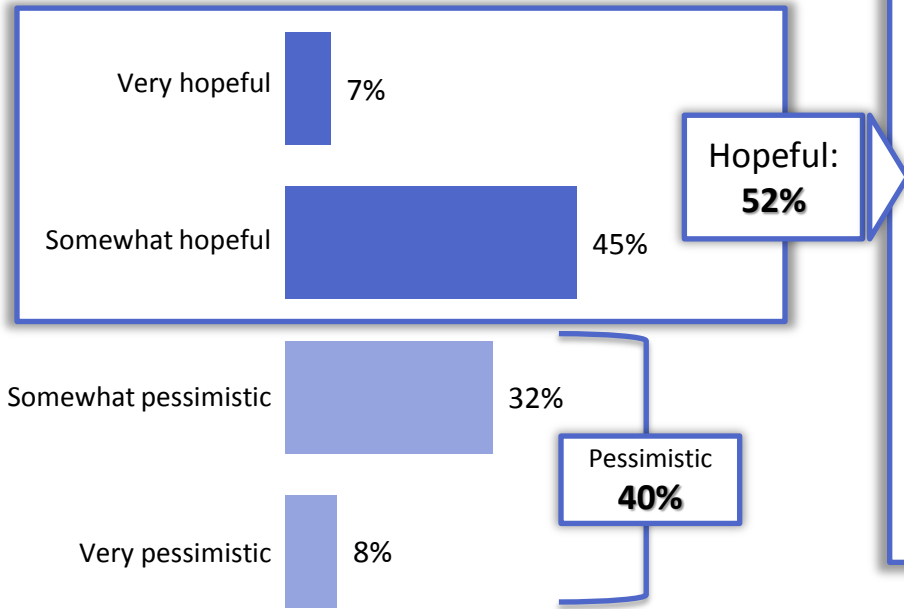
Not surprisingly, those that have considered starting their own business would love to be their own boss one day, and believe it is possible to start their own business, but lack their own resources.

Significantly higher

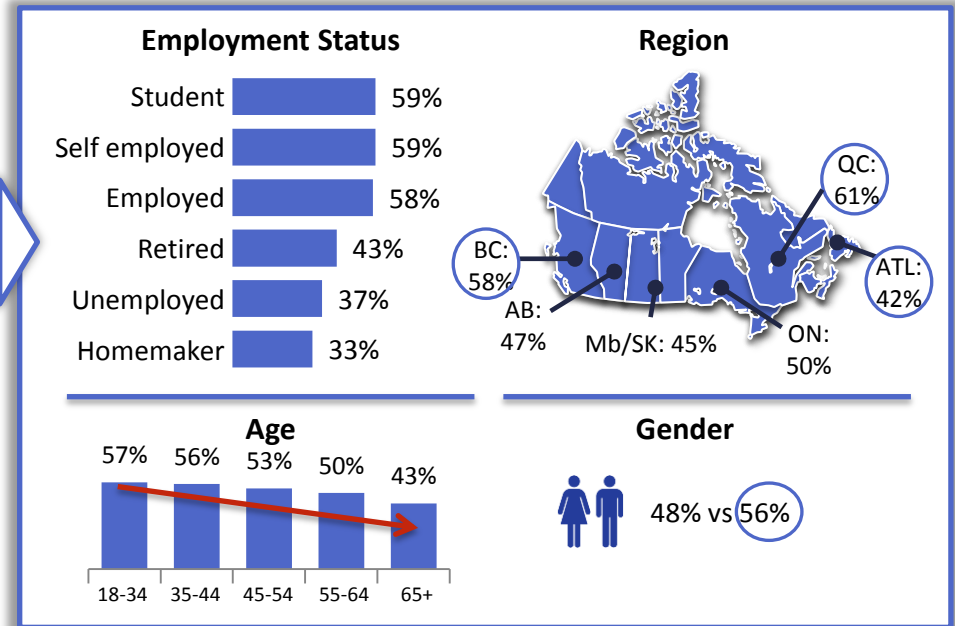
PERCEPTIONS OF CURRENT JOB MARKET

Half (52%) of Canadians are hopeful about the current job market in Canada, while four-in-ten (40%) are pessimistic. Students, self employed and employed Canadians are most hopeful about the current job market. Younger Canadians and men (vs women) are also more likely to be hopeful about the current job market. Regionally, BC and QC residents are most hopeful, while Atlantic Canadians are least hopeful about the current job market.

Please indicate your level of perception on the current job market?



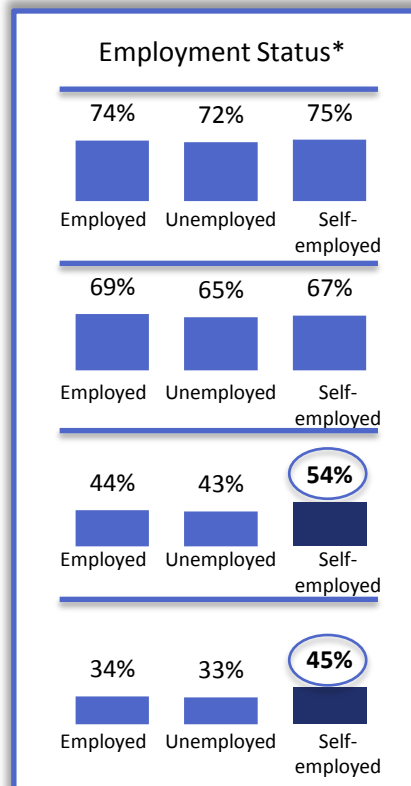
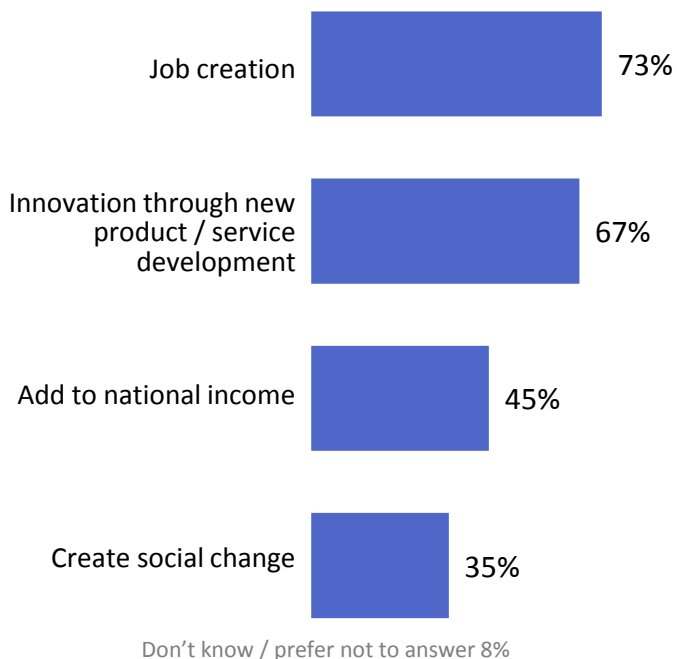
don't know / prefer not to answer 8%



○ Significantly higher/lower

HOW ENTREPRENEURS CONTRIBUTE

How do you think entrepreneurs contribute to the Canadian economy?



Canadians think job creation (73%) and innovation through new product / service development (67%) are the main ways entrepreneurs contribute to the economy.

Self-employed Canadians (vs employed and unemployed) are significantly more likely to believe entrepreneurs add to national income and create social change.

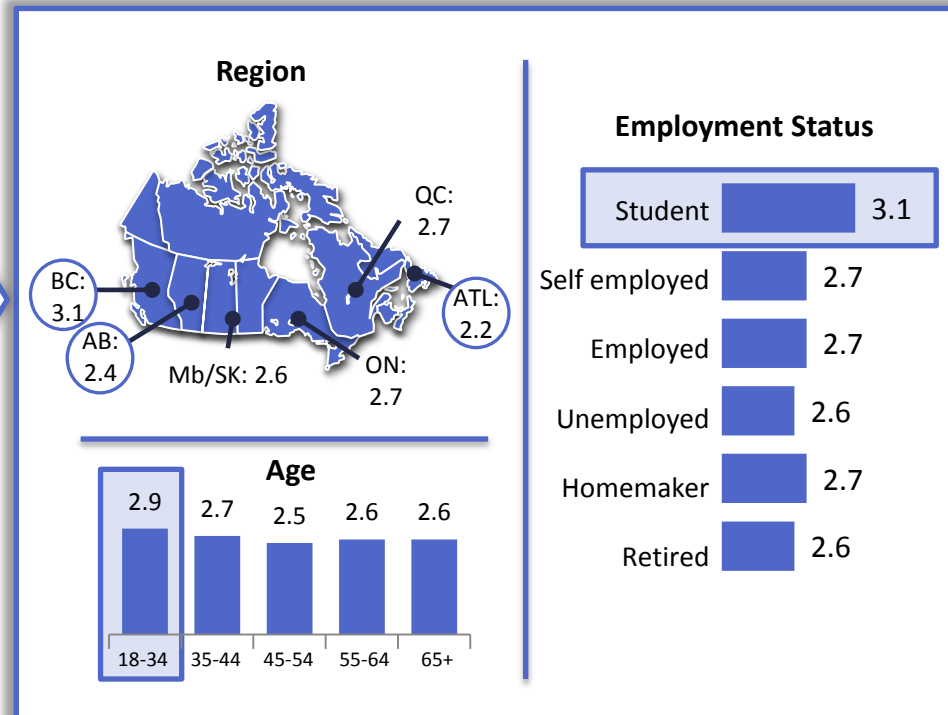
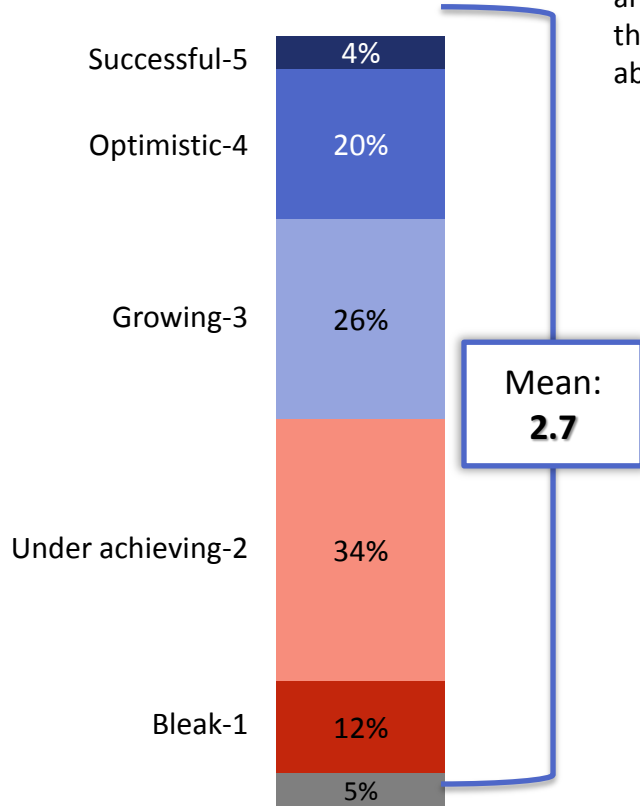
 Significantly higher

*Unemployed includes: unemployed, retired, student, homemaker

PERCEPTION OF CURRENT ECONOMY IN PROVINCE

When rating the current economy on a 5-point scale from bleak to optimistic, half of Canadians have positive perceptions of their economy. Few (4%) Canadians believe their province is currently successful, 20% are optimistic about their provincial economy, and 20% believe it is growing. Younger Canadians (age 18-34) and students are significantly more likely to rate their current economy higher. Regionally, BC rates their economy the highest, while Atlantic Canadians and Albertans are least positive about their economy.

How do you perceive the current economy in your province? (5-point scale)



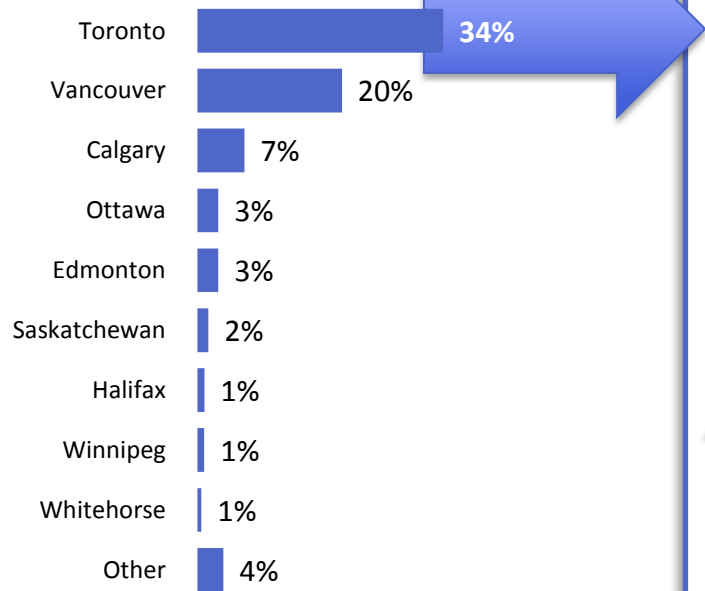
Significantly higher/lower

MOST ENTREPRENEURIAL CITY IN CANADA

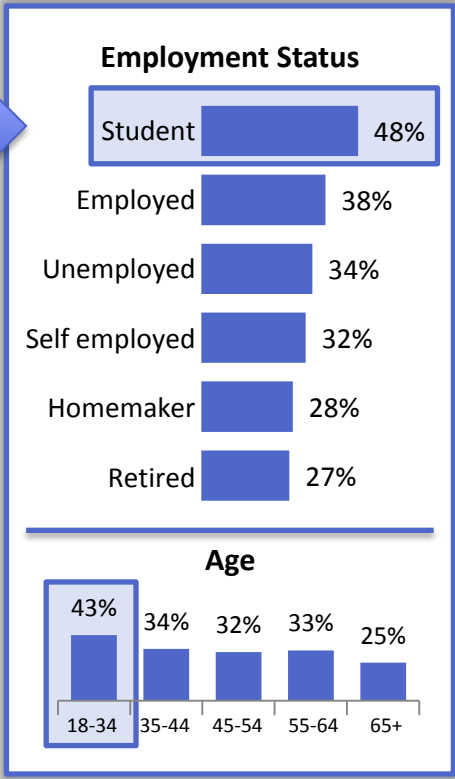
More than one-third (34%) of Canadians believe that Toronto is the most entrepreneurial city in Canada, followed by Vancouver (20%) and Calgary (7%). Students and younger Canadians (age 18-34) are significantly more likely to believe that Toronto is the most entrepreneurial city in Canada.

Entrepreneurial is defined as: 'a population willing and able to take greater risks to innovate or create'

Based on this what city do you believe is the most entrepreneurial in Canada?

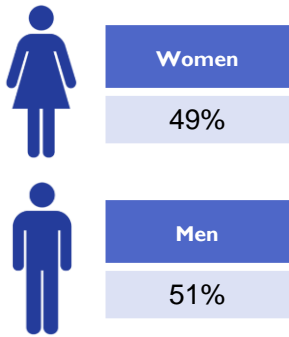


25% Don't know / prefer not to answer

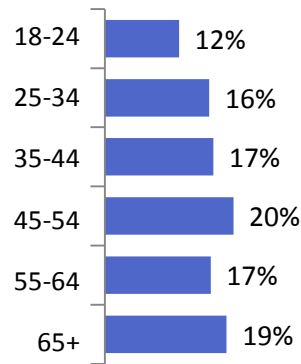


RESPONDENT PROFILE

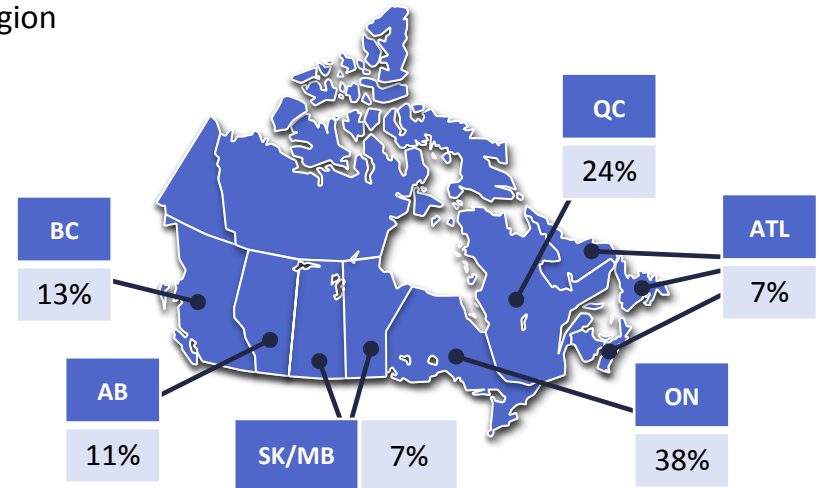
Gender



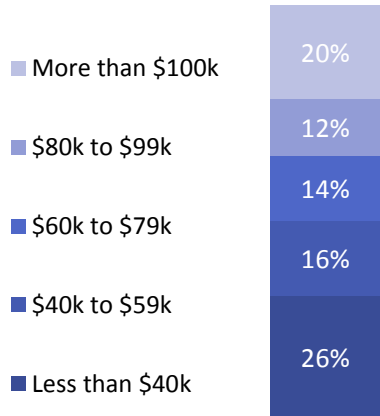
Age



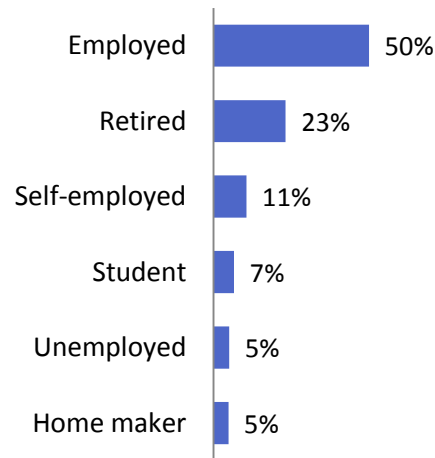
Region



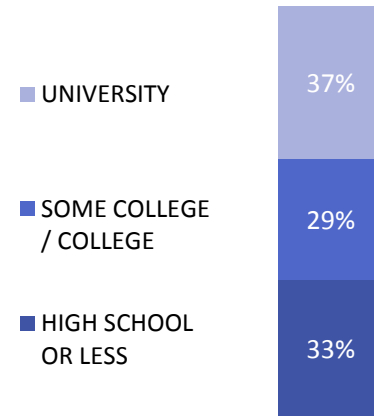
Household Income



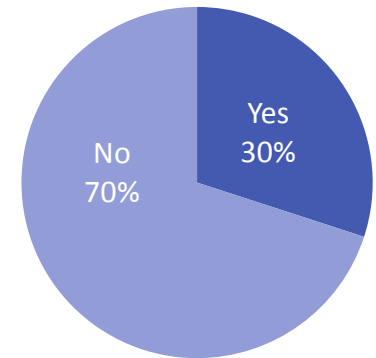
Employment Status



Education



Children < 18





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