



CANADIAN  
ENTREPRENEURSHIP  
INITIATIVE

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# Entrepreneurship in Canada Study

Prepared for The Canadian Entrepreneurship Initiative  
JUNE 2017

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# Methodology



# Methodology

## Entrepreneurialism in Canada 2017



### Fieldwork & Online Method:

Fieldwork was carried out by AudienceNet, an accredited, full-service, consumer and social research agency based in London.

The research was conducted online (via computers, laptops and smartphones), which allowed AudienceNet to:

- Access a nationally representative sample in terms of demographics and regions, through a network of professional (online) panel management companies
- Include a more representative sample by enabling participants to take part on the move or at their own convenience through mobile devices
- Utilise piping methodologies to ask specific questions of different segments within the sample
- Offer greater anonymity than face-to-face, researcher administered research, thereby increasing data validity

Fieldwork took place in April 2017 | N=2000

### The Survey & Topics:

The survey was designed to provide a holistic understanding of entrepreneurialism. Importantly, it sought to better understand entrepreneurialism at an individual (participant) level, while also investigating national/industry-wide trends.

Broadly, the survey covered the following:

- Demographics
- General attitudes towards the concept of being an entrepreneur
- Understanding of entrepreneurialism: intrapreneur vs. entrepreneur; social vs. commercial entrepreneurialism
- Entrepreneurial aspirations among non-entrepreneurs
- Entrepreneurial experiences among current/previous entrepreneurs
- Facilitators/barriers to being an entrepreneur (social, structural and financial)
- The current entrepreneurial ecosystem in Canada (including government support, role models, social acceptability)

### Entrepreneur Segments & Key Groups:

To ensure that the results were easy to understand and action, we segmented participants based on their experiences/interest in entrepreneurialism. Four segments emerged:

- Current Entrepreneurs
- Ex-Entrepreneurs
- Aspiring Entrepreneurs
- Non-Aspiring Entrepreneurs

The segments are profiled on pages 16-19.

Along with comparing these segments, the report also highlights similarities/differences by age, gender and ethnicity.

# Methodology

## Entrepreneurialism in Canada 2017



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Where percentages do not add up to 100%, this is due to rounding of the data.

Where base sizes are below 30, results must be interpreted with caution. These will be indicated by a caution symbol: **⚠**

The data has been weighted to demographically match the national population (see Section 1 for more detail).

Sub-group Analysis:

- Thorough analysis has been conducted to establish if/where differences emerge between key population groups. These are highlighted on each slide.
- Key population groups are defined by demographics as well as attitudes and behaviors.

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### Key variables/population groups:

**Gender:** Male, Female

**Age:** 16-34, 35-54, 55+

**Entrepreneurship:** Current Entrepreneurs, Ex-entrepreneurs, Aspiring Entrepreneurs, Non-aspiring Entrepreneurs

**Ethnicity:** Aboriginal, Native Canadian, Non-native Canadian born in Canada, Non-native Canadian born outside Canada



OVERVIEW

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# Key Findings



# Overview Of Findings



This study examines understanding, perceptions and experiences of entrepreneurship in Canada. Findings are based on a nationally representative survey of 2000 Canadian residents, conducted in April 2017.

## Business vs. Entrepreneurship:

The term “entrepreneurship” was well understood by the sample, with approaching two thirds drawing the conceptual distinction between a “business person” and an “entrepreneur.” The core distinction was that, **compared with a business person, the true entrepreneur was considered to be more ambitious, more of a visionary and certainly more prepared to take risks.** There was also a sense that entrepreneurs were more invested in, and passionate about, their business, putting more effort in than would be the case with a business person in general. Further distinction saw a business person as being more likely than a true entrepreneur to work for, or run, an established and conventional organization.

## Experiences and Aspirations:

Encouragingly, as much as **a quarter of the sample claimed to have some direct experience of being an entrepreneur**, with 14% currently running their own business, either full or part-time. A particularly significant group that emerged was the **4 in 10 who expressed a desire to become an entrepreneur in the future.**

Although, they were evenly split between those who were committed to making things happen and those who doubted their ability, or opportunity, to succeed.

Across all categories of Canadian entrepreneurs, i.e. past, current and aspiring, there was a significant **bias towards men over women.**

## Type of Venture:

In terms of industry sector, “retail” emerged as the **top among Aspiring Entrepreneurs**, whereas “business services” was marginally ahead for **Current and Ex-Entrepreneurs.**

Social good was a prominent focus for many, with 7 in 10 Current Entrepreneurs stating this and even more (8 in 10) Aspiring Entrepreneurs. Furthermore, across all categories of entrepreneurship, taken together, **three-quarters were focused on “for-profit” businesses/organizations.**

# Overview Of Findings



## Desire and Ambition:

Among both existing and Aspiring Entrepreneurs, when asked about the eventual size and growth of their business/organization, **the bulk fell somewhere between aiming for a comfortable “lifestyle” business and a business on a huge scale.** Men, however, were somewhat more inclined than women to envisage maximum growth and scale. Throughout the entrepreneurial sample, there was a significant leaning towards **wanting to create an entirely new and unique offering** over being entrepreneurial within an existing business, franchise or group.

As one might expect among entrepreneurs, there were also significant leanings on other core dimensions. This included **a tendency to opt for “risk-taking” over “playing things safe,” and seeing seeing mistakes as an “opportunity to grow.”** Furthermore, the **desire to be disruptive** greatly outweighed the notion of following tried and tested paths and **confidence in dealing with competition** greatly outweighed fears. In terms of gender, the extent to which men claimed to be confident in dealing with competition was significantly greater than it was among women.

## Pull-Factors:

Focusing on those factors which both existing and Aspiring Entrepreneurs considered to be positive influences, a clear picture emerged whereby **a combination of skill-sets mixed with passion and a desire for independence were key.** While applying to entrepreneurs generally, these factors proved to be even more significant for women than for men. It was also highly evident that, for women in particular, the perceived promise of a better **“work-life” balance** was another attractive aspect to running one’s own business.

## Support Ecosystem:

When exploring the support systems which had nurtured existing entrepreneurs, **immediate friends and relationship partners proved to be by far the most important source.** While immediate family (i.e. parents and siblings) and, to a lesser extent, previous colleagues were also seen as part of the support network for many, the general picture saw **very little support being attributed to teachers, lecturers, educators and mentors,** in relation to pursuing an entrepreneurial path. Perhaps encouragingly, however, it should be noted that **entrepreneurs from the millennial generation were more inclined to rate their educators as encouraging** when compared with the older generation of entrepreneurs.

Among existing entrepreneurs in Canada, **more than 7 in 10 claimed that they were confident, to some extent, when starting that they had a sufficient ecosystem** to have as good a chance of succeeding as others. Women entrepreneurs tended to have a somewhat more positive outlook in this regard than was the case with men.



# Overview Of Findings



## Steps Towards Becoming An Entrepreneur:

To date, **the actions of Aspiring Entrepreneurs tended to be more passive.** They were more so focused on seeking advice and information from publicly available articles or people they know. Very few had attended relevant courses/talks, written businesses plans or sought capital.

Interestingly, Current Entrepreneurs reported having taken more actions than Ex-Entrepreneurs. This would suggest that **thorough preparation is becoming more of a priority/desire for younger generations of entrepreneurs.**

## Barriers to Being An Entrepreneur:

It should be noted that **40% of the Ex-Entrepreneurs in the survey had retired** rather than gone out of business or ceased trading.

Second to retirement, the biggest factors behind entrepreneurs ceasing to trade or run their businesses/organization related to **personal circumstances (much more an issue among women than men), financial problems and the disruption to “work-life” balance.**

Though less commonplace, there were some significant gender differences relating to other factors such as: “poor health” (more of an issue among male entrepreneurs); other commitments taking priority (more of an issue among women) and things becoming too stressful (also more of an issue among women).

**Very few ex-entrepreneurs reported having quit their businesses for structural reasons** such as lack of government or local municipality support, or too much bureaucracy and, significantly, less than 1% felt that there was a lack of entrepreneurial spirit either in Canada generally or in their local community.

However, as we will see when delving more specifically into such issues, a number of concerns were evident. **The core factor which would-be entrepreneurs worried would prevent them from starting was a lack of initial capital or seed funds,** applying to almost 80% of this group. **“Fear of failure”, “lack of experience/expertise” and “perceived risk” were the next most prominent factors** but these were (comparatively) far less pronounced. Women were more inclined than men to report a fear of failure and to question their levels of experience and expertise.

Among the total sample (representative of all Canadian adults) **half felt that they had as much opportunity today to become a successful entrepreneur as any other Canadian,** though men felt this to be more the case than did women. While a quarter of Canadians were unsure of their entrepreneurial potential, **a further quarter were convinced that they did not have the same opportunity as others.** On investigating this issue further, the key perceived barriers were having less access to capital than others, as well as age. Insufficient education was the third most important perceived barrier. Barriers to gender equality also emerged as a significant issue among women.

# Overview Of Findings



## Role of the Government:

While not particularly prominent when participants were asked about barriers, on deeper investigation, a number of government-related factors emerged.

**More than 70% of Canadians felt that the government should invest more in entrepreneurs and new businesses.** No more than a minority felt that the government currently did enough to support entrepreneurs. Of some significance, the majority of the Canadian public **were unaware of the government's stance or approach** to fostering entrepreneurship.

Further analysis of the impact of the government in encouraging entrepreneurship saw **just over one-third of Canadians believing that the government was playing a positive role.** Areas of support from the government seemed limited to the provision of certain grants and financial resources, though the majority of the sample was unclear about the means by which the government was actively promoting entrepreneurship.

## Canadian Culture:

Despite a lack of confidence in governmental input or support, it was **widely agreed that Canada is a great country in which to be entrepreneurial** and start a new venture and that, in general terms, the ecosystem in Canada is very much conducive to entrepreneurship.

**However, in terms of identifying Canadian cultural traits that support this, findings were somewhat more mixed.**

While **70% of Canadians felt that ambition is an admirable quality**, only 1 in 5 felt "Strongly" that this was the case. Also, overall, there was significantly more **support for the notion that Canadians can be quick to dismiss risk takers** than there was opposing it. Thus, it would seem that risk taking in Canada is not necessarily seen or supported as a particularly desirable trait.

**No more than one-third of Canadians were of the opinion that entrepreneurship was greatly encouraged in the Canadian education system.** This supports an earlier finding which positioned educators as making the least contribution to an Aspiring Entrepreneur's support network.

Similarly, **no more than 4 in 10 Canadians felt that young people were actively encouraged to be entrepreneurial.**

As mentioned earlier, however, younger people were more inclined than the older generation to see teachers, lecturers etc. as a source of encouragement towards entrepreneurship.

When asked what were the **key advantages to starting a business in Canada today**, the core aspects mentioned were: relatively good access to enterprise programs, the diversity of the Canadian population, with no scarcity of new ideas, and the underlying Canadian culture of "hard work." It was also acknowledged that, in today's world, there was the opportunity for new businesses (in the right environment) to react more quickly to changes in opportunity, while larger organizations were slower to adapt.

Perceived disadvantages of starting a business in Canada centered primarily around a lack of financial support.

# Overview Of Findings



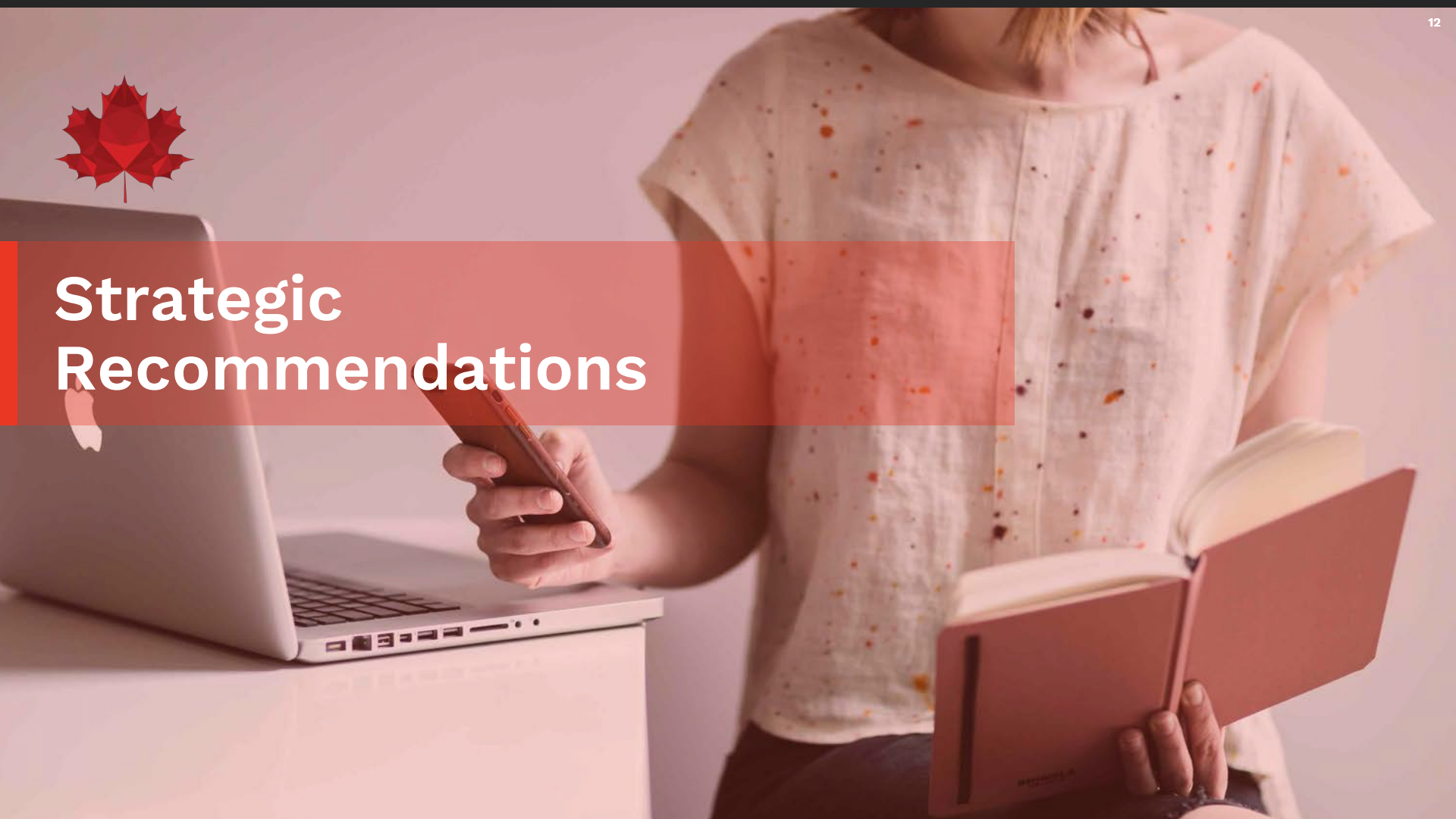
## Social Entrepreneurship:

Compared with entrepreneurship in its broadest context, **awareness of “social entrepreneurship” was very low**, applying to less than a fifth of the population as a whole. Across age groups, Millennials tended to be relatively more familiar with the term when compared with older generations.

Once explained as a concept, there was a clear leaning towards the view that “social entrepreneurship” was of definite importance to Canada. **It was something many felt Canadians had the potential to be great at**, given their kind, caring nature and willingness to help.



# Strategic Recommendations



# Strategic Recommendations



Putting the research findings in context, it appears evident that, while there is an underlying acceptance among the general population that Canada and Canadian culture yields highly fertile ground for both a spirit and delivery of entrepreneurship, the government could do much more to visibly support and engage with emerging entrepreneurship in practice.

Key requirements are for a system in which:

- There is an **increase in the availability of seed capital**, along with a raised profile of systems already in place
- Greater access is given to appropriate information and the means of **developing support structures**
- Levels of **red tape and bureaucracy** are reduced

The research suggested something of a correlation between the amount of effort “would-be” entrepreneurs put into gathering information and developing support structures prior to launching their business/organization, and its subsequent longevity. The **value of preparation time** and the means of utilizing it to optimum effect should be a central message to aspiring entrepreneurs.

The **Canadian education system**, though showing some green shoots among Millennials, could also do much more to become a prominent advocate and support system for the promotion of entrepreneurship.

## Women:

While women show a similar desire as their male counterparts, there are specific issues to address, which could **help to promote entrepreneurship more widely among women**.

One key focus for women should be **confidence building**. While they are confident about their ability to succeed once having started on their entrepreneurial journey, there appear to be more barriers to getting to this point. In particular, being **less active in their pursuit of entrepreneurial ventures** than men; women are more inclined to **wait for the right opportunity** and/or ensure they have the **right skills/passion** for the subject. Furthermore, **fears of failure** are more commonly reported by women.

**Practical/circumstantial factors** are also more of a deterrent for women, including balancing other commitments and responsibilities. Direct support with these, such as concessions on childcare or tax-breaks, could help to reduce such barriers.

There also appears to be a significant **lack of high-profile role models**. Celebrating or increasing awareness of successful female entrepreneurs could help women truly believe that they too can do it.



## SECTION 1

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# Sample

This section provides basic (demographic and behavioral) information on those who took part in the survey.

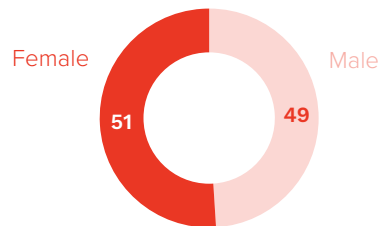
# Demographics



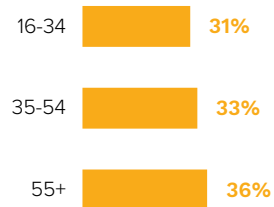
2000 Canadian residents aged 16 and over were interviewed, with quotas set to ensure that the sample was statistically representative across all demographics.

The quotas were set to match Canadian Census data. Source: <http://www.statcan.gc.ca>

## Gender (%)



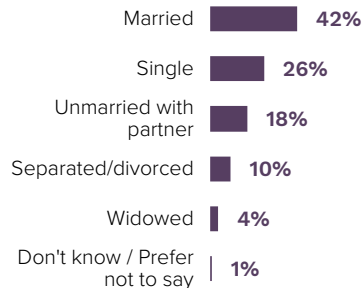
## Age



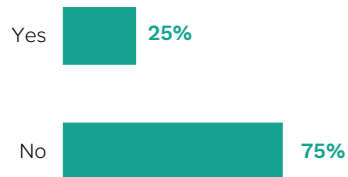
## Region

ONTARIO	36%
QUEBEC	16%
BRITISH COLUMBIA	16%
ALBERTA	13%
NOVA SCOTIA	5%
MANITOBA	5%
NEW BRUNSWICK	3%
SASKATCHEWAN	3%
NEWFOUNDLAND & LABRADOR	2%
PRINCE EDWARD ISLAND	1%

## Marital Status



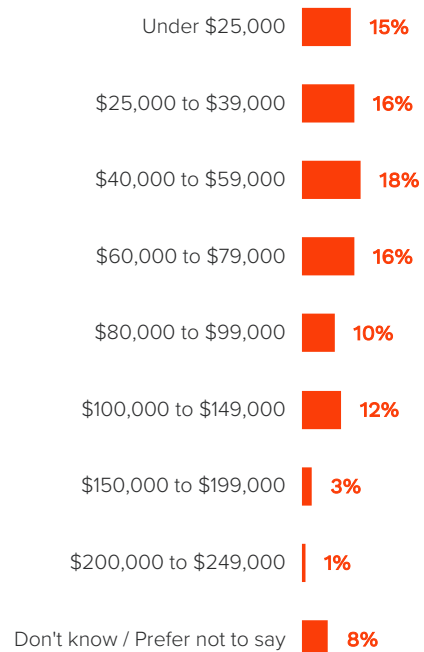
## Children Under 18 Years Of Age?



# Demographics



## Income (%)



## Education level (%)

I have no formal education	0%
Primary school	1%
High school	26%
Apprenticeship/vocational training	10%
Some college education but not completed	18%
Cégep	8%
Undergraduate degree	25%
Postgraduate degree (ma, MSc, or equivalent)	8%
Doctoral degree (PhD, DPhil etc.)	2%
Other (please state)	3%





# Ethnicity

In terms of ethnicity, 71% identified as being “Non-native” Canadians, 26% as “Native Canadian” and 3% as Aboriginal.

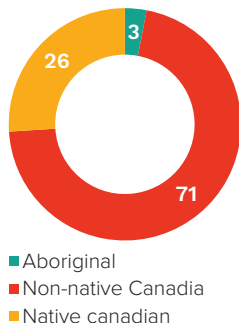
Among the Aboriginal population, 54% identified as First Nation, 12% as Cree and 34% as being from ‘Other’ groups.

To better understand cultural effects on entrepreneurialism, non-native Canadians were divided into two sub-categories: those born in Canada (75%) and those born outside (25%).

The age structure of those born outside Canada generally skewed towards the older age brackets, suggesting that they had been in the country for some time. Almost 7 in 10 (65%) were non-Millennials, with 24% falling in the 65+ category. Approximately 3 in 10 (34%) were of the Millennial generation, suggesting that they were more recent immigrants.

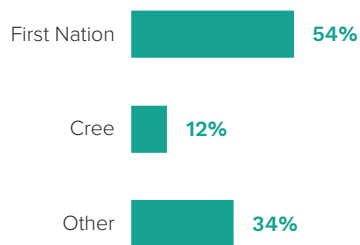
In terms of country/culture of origin of non-natives, those born outside Canada were notably more diverse than those born within. Among the former, just under 7 in 10 (66%) identified as having origins outside of Western Europe or Northern America. For those born in Canada, this proportion was just 31%.

## Origin (%)



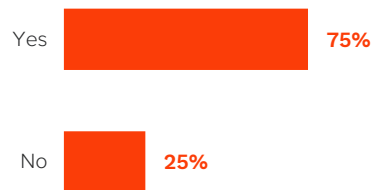
## Ethnicity:

### Aboriginals



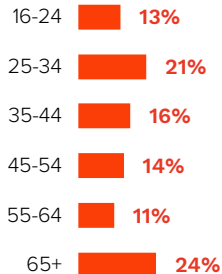
## Were they born in Canada?

### Non-native Canadian ethnicity



## Age:

### Those not born in Canada



## Origin:

### Non-native Canadians born in Canada

WESTERN EUROPE	39%
NORTH AMERICAN	29%
EASTERN EUROPE	15%
EAST ASIA	4%
SOUTH ASIA	1%
OTHER	14%

## Origin:

### Non-native Canadians born outside Canada

WESTERN EUROPE	28%
NORTH AMERICAN	5%
EASTERN EUROPE	14%
EAST ASIA	18%
SOUTH ASIA	14%
OTHER	20%



## SECTION 2

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# Current Status of Entrepreneurialism

This section profiles/segments participants based on their level of interest/experience of being an entrepreneur.





# Entrepreneurship – Overview

## Total Sample

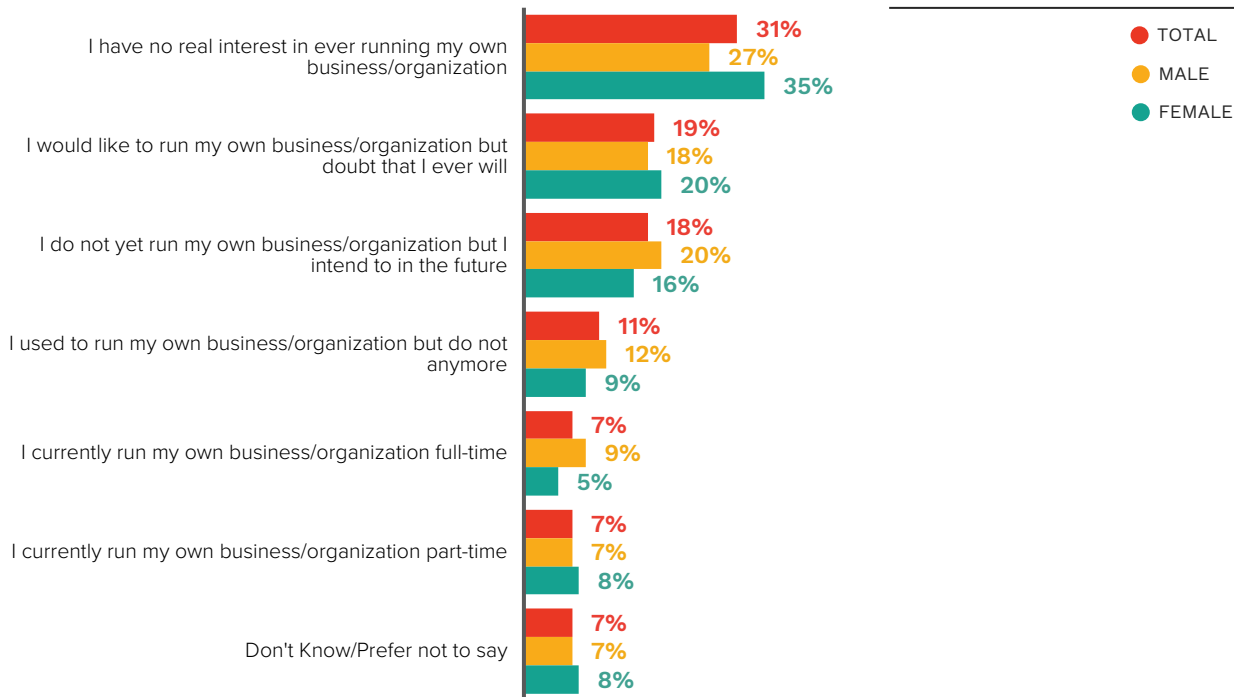
In order to profile the sample, participants were asked whether they had ever run their own business or if they had any interest in doing so.

Overall, 25% had experience of being an entrepreneur. This broke down as 11% who used to run their own business, 7% who currently do so full-time and a further 7% part-time.

The remaining 4 in 10 (37%) showed some interest in becoming an entrepreneur. This group was evenly split between those who were more confident, saying “I do not yet run my own business/organization but I intend to in the future” (18%), and those who said “I would like to run my own business/organization but doubt that I ever will” (19%).

Just 3 in 10 (31%) said they had “no real interest in ever running my own business/organization,” with a further 1 in 10 (7%) being unsure as to whether entrepreneurialism was for them. Women were notably more likely than men to say this (35% vs. 27%). They were also slightly less likely than men to say they had/do have experience of being an entrepreneur (22% vs. 28%).

Interestingly, entrepreneurial spirit was slightly higher among those born outside of Canada, with 23% feeling confident that they would run their own business/organization at some point in the future, compared to 18% of the overall population.





# 1) Current Entrepreneurs

Sample: N=289

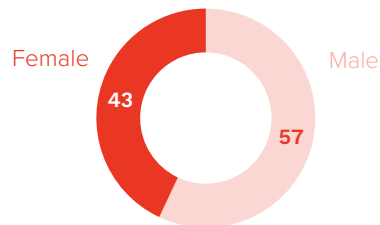
This segment is made up of two sub-groups: those running their own business/organization full-time and those doing so part-time.

In terms of gender, this segment had a notably higher proportion of men than women (57% vs. 43%). Interestingly the age profile was relatively evenly spread across the categories: Millennials (28%), 35-54 years (42%) and those aged 55+ (30%).

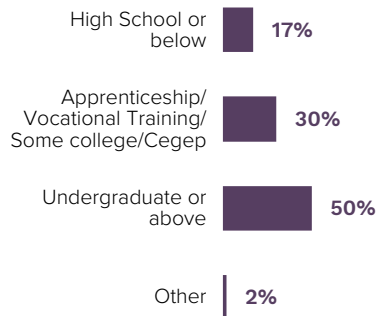
There were also some spread across socio-economic indicators. There was an even split between those who had an undergraduate degree or higher and those who did not, with 2 in 10 having no more than high school-level education.

Looking at the ethnic make-up, a high proportion (8 in 10) identified as being either Native Canadian (31%), European (39%) or North American (12%). While other groups were relatively small, notably, 4% were of Aboriginal origins.

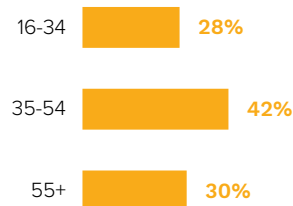
## Gender (%)



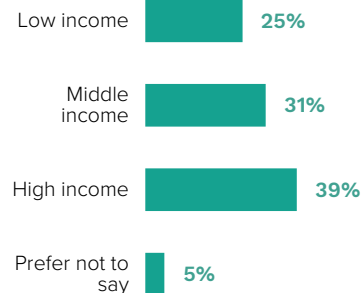
## Education



## Age



## Income



## Ethnic Origin

NATIVE CANADIAN	31%
WESTERN EUROPEAN	28%
NORTH AMERICAN	12%
EASTERN EUROPEAN	11%
EAST ASIAN	4%
ABORIGINAL	4%
SOUTH ASIAN	3%
OTHER	5%



## 2) Ex-Entrepreneurs

Sample: N=211

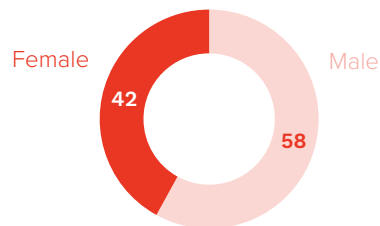
This segment was comprised of participants who had previously had their own business/organization (full or part-time) but no longer do so.

In terms of gender, this segment had a notably higher proportion of men than women (58% vs. 42%). While the age profile skewed towards the older age brackets (with 65% over 55 years) it is interesting to note that almost 4 in 10 former entrepreneurs were under 55. Mostly notably, 1 in 10 (10%) in this segment were Millennials, with a further 25% aged 35-54 years.

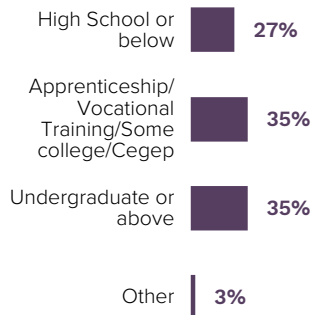
There was a relatively even spread across both of the socio-economic indicators. In terms of education, most notably, 6 in 10 (62%) had below undergraduate-level qualifications.

Looking at the ethnic make-up, a high proportion (8 in 10) identified as being either Native Canadian (30%), European (38%) or North American (16%). While other groups were relatively small, notably, 3% were of Aboriginal origins.

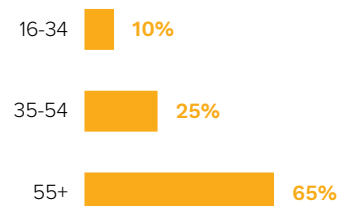
### Gender (%)



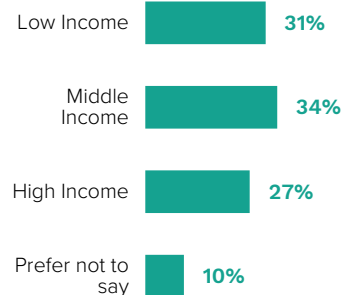
### Education



### Age



### Income



### Ethnic Origin

NATIVE CANADIAN	30%
WESTERN EUROPEAN	27%
NORTH AMERICAN	16%
EASTERN EUROPEAN	11%
EAST ASIAN	3%
ABORIGINAL	3%
SOUTH ASIAN	3%
OTHER	8%



# 3) Aspiring Entrepreneurs

Sample: N=735

This segment is made up of two sub-groups: those who do not yet run their own business/ organization but intend to in future and those who would like to run their own business but (for reasons that will be explored later in this report) doubt they ever will.

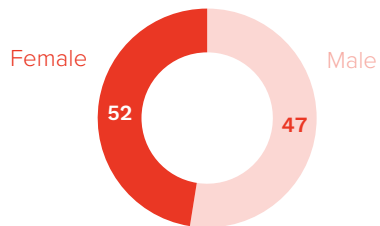
In terms of gender, this segment had a relatively even split of men and women (52% vs. 47%).

The age profile skewed towards the younger age bracket, with just under half (46%) being Millennials and 37% aged 35-54 years. Notably though, 2 in 10 (17%) of those with aspirations of being an entrepreneur were over 55.

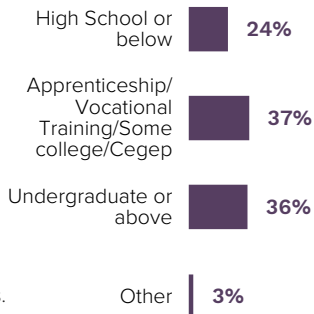
This segment had a good spread across socio-economic indicators, with good representation across all educational and income levels.

Looking at the ethnic make-up, while the majority (over 7 in 10) were either Native Canadian (24%), European (34%) or North American (16%), this segment was fairly diverse. Approximately 1 in 10 were East Asian (9%) or "Other" (10%), and 4% were of Aboriginal origins.

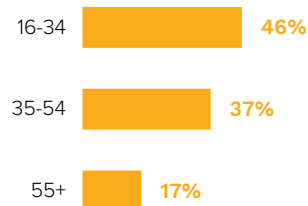
## Gender (%)



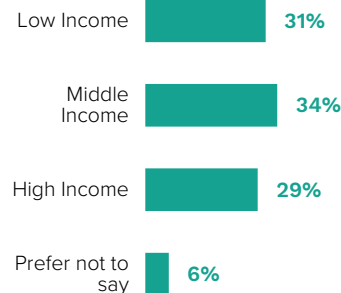
## Education



## Age



## Income



## Ethnic origin

NATIVE CANADIAN	24%
WESTERN EUROPEAN	24%
NORTH AMERICAN	16%
EASTERN EUROPEAN	10%
EAST ASIAN	9%
ABORIGINAL	4%
SOUTH ASIAN	4%
OTHER	10%



# 4) Non-Aspiring Entrepreneurs

Sample: N=621

This segment is made up of participants who did not display an interest in running their own business/organization.

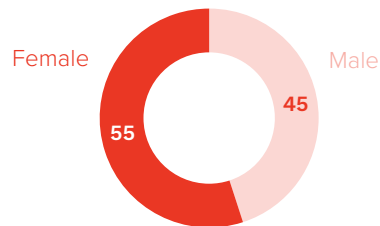
In terms of gender, this segment had a notably higher proportion of women than men (55% vs. 45%).

While the age profile skewed towards the older age brackets (with approximately half (49%) over 55) it is interesting to note that this segment is made up of relatively similar proportions of Millennials (23%) and 35-54 year olds (28%).

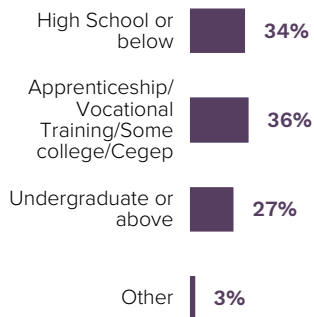
This segment had a relatively even spread across socio-economic indicators. However, proportions of those with higher levels of education and/or income were slightly lower.

Looking at the ethnic make-up, the majority (8 in 10) were either Native Canadian (25%), European (36%) or North American (19%). While other groups were relatively small, notably, 2% were of Aboriginal origins.

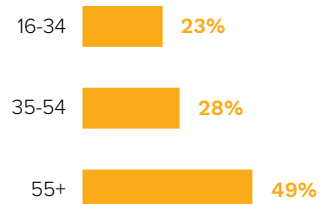
## Gender (%)



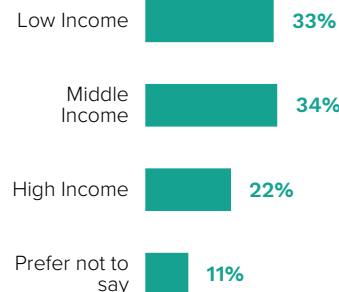
## Education



## Age



## Income



## Ethnic Origin

NATIVE CANADIAN	25%
WESTERN EUROPEAN	26%
NORTH AMERICAN	19%
EASTERN EUROPEAN	10%
EAST ASIAN	4%
ABORIGINAL	2%
SOUTH ASIAN	3%
OTHER	11%

# Sector/Industry

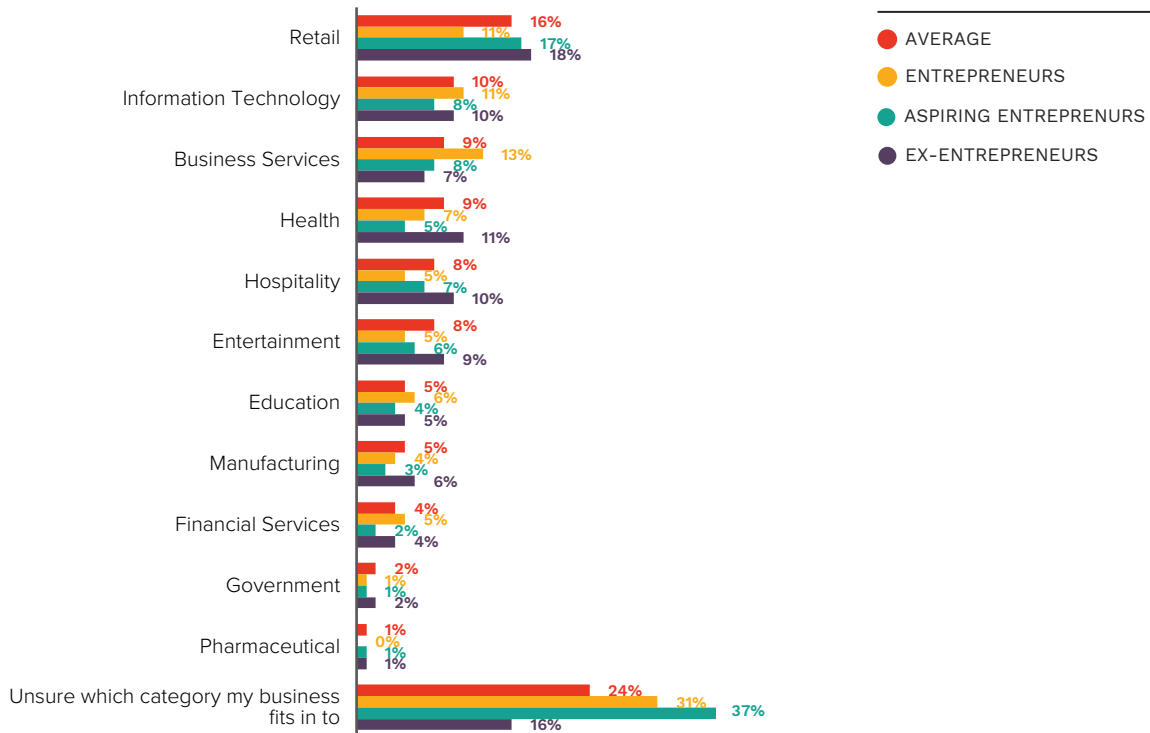
## Current, Ex-entrepreneurs and Aspiring Entrepreneurs



Experienced (current and ex) as well as aspiring entrepreneurs were asked about their sector/industry of interest. They were shown a list of 11 sectors/industries and asked to select one or specify their own.

A broad range was selected, with no particular sector emerging as an overwhelming favorite. Overall, **“Retail”** (16%) had a slightly higher selection rate than others. While no others were selected by more than 1 in 10, “Information Technology” (10%), “Business Services” (9%), “Health” (9%), “Hospitality” (8%), and “Entertainment” (8%) were marginally more popular than the others, which each received 5% or fewer mentions.

Trends were generally similar across the audience groups. However **Aspiring Entrepreneurs** were comparatively more interested than experienced entrepreneurs in “Health” (11%), “Hospitality” (10%) and “Entertainment” (9%).







# Type of Business/Organization

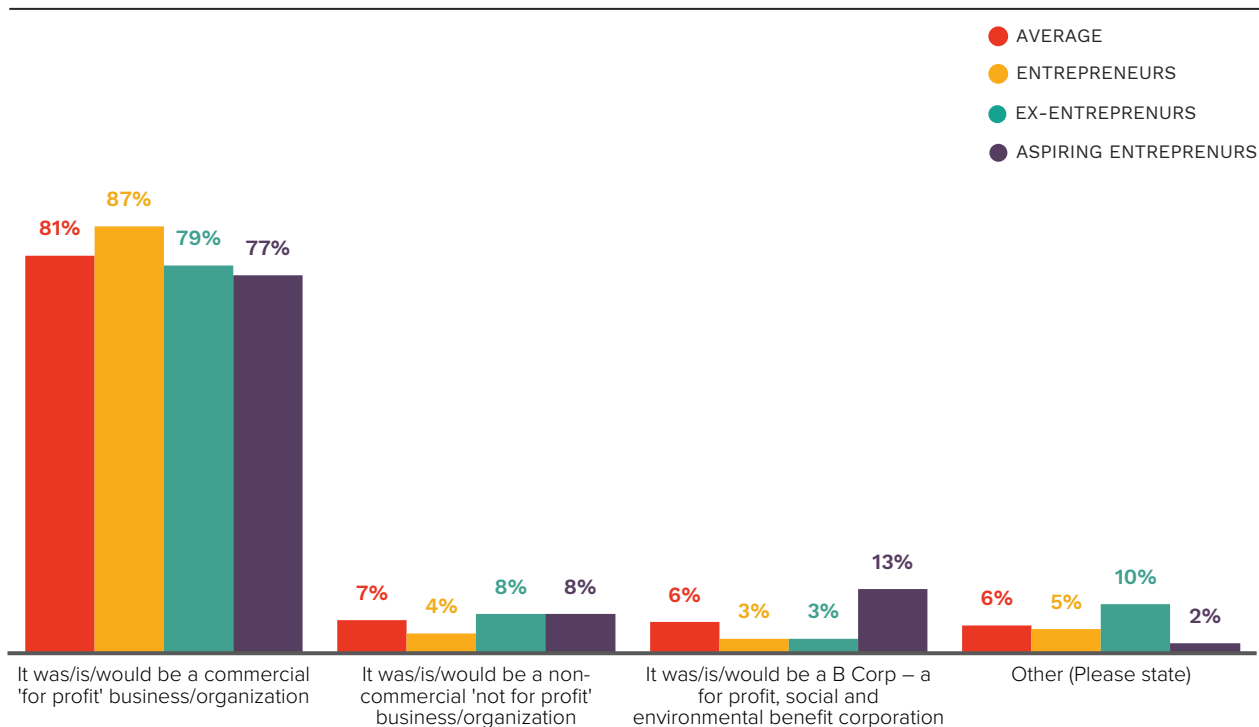
Current, Ex-entrepreneurs and Aspiring Entrepreneurs

Experienced (current and ex) as well as aspiring entrepreneurs were asked if their business/organization was/is or would be "for-profit," "not for profit" or a "B Corp."

The majority (75%) selected a **"for-profit business/ organization."**

Nevertheless, it is important to note that 2 in 10 selected, or were keen to have some degree of, **social focus**. This broke down as 9% saying a "not for-profit business/ organization" and 11% a B Corp.

Interestingly, there were some notable differences in relation to **B Corps**. Just 3% of Ex-Entrepreneurs had run a B Corp, compared 13% of Aspiring Entrepreneurs who would like to. This would suggest a generational shift in perceptions, and perhaps also the opportunities/ infrastructure available to run such a business/organization.



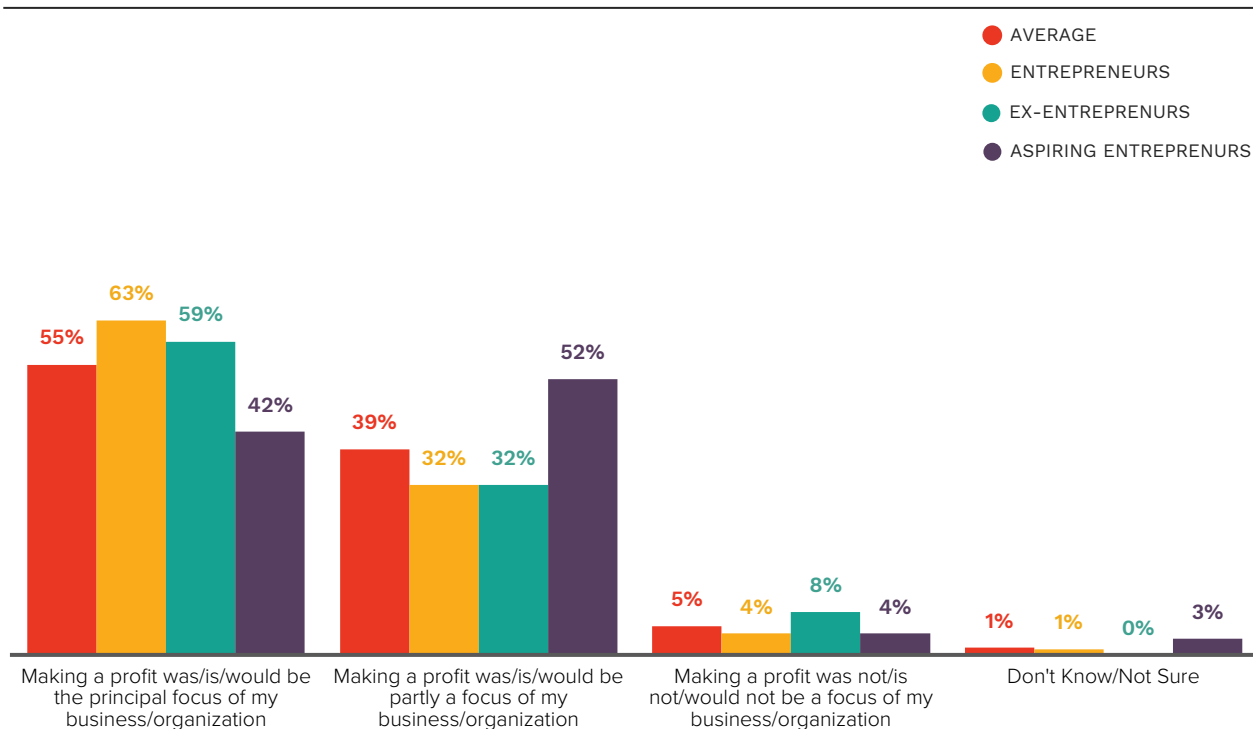
# Focus On Financial Profit



## Current, Ex-entrepreneurs and Aspiring Entrepreneurs

Experienced (current and ex) as well as Aspiring Entrepreneurs were then asked more specifically about financial motivations, in the form of profit. They were asked whether this was/is/would be the principal focus, part focus or not an important focus of their business/organization.

While almost 9 in 10 of all segments identified profit as being important, there were some notable differences across segments. Current Entrepreneurs and Ex-Entrepreneurs were more likely to see making a profit as “the principle focus of my business/organization,” with approximately 6 in 10 doing so (63% and 59% respectively) and 3 in 10 saying “partly a focus” (both 32%). Aspiring entrepreneurs were more divided. Interestingly, relatively similar proportions said profit would be “partly a focus” (52%) as did “the principle focus” (42%) of their business.



Question: To what extent was 'making a profit' the focus of the business/organization you used to run?

Base: Entrepreneurs (286), Ex-entrepreneurs (211), Aspiring entrepreneurs (358)

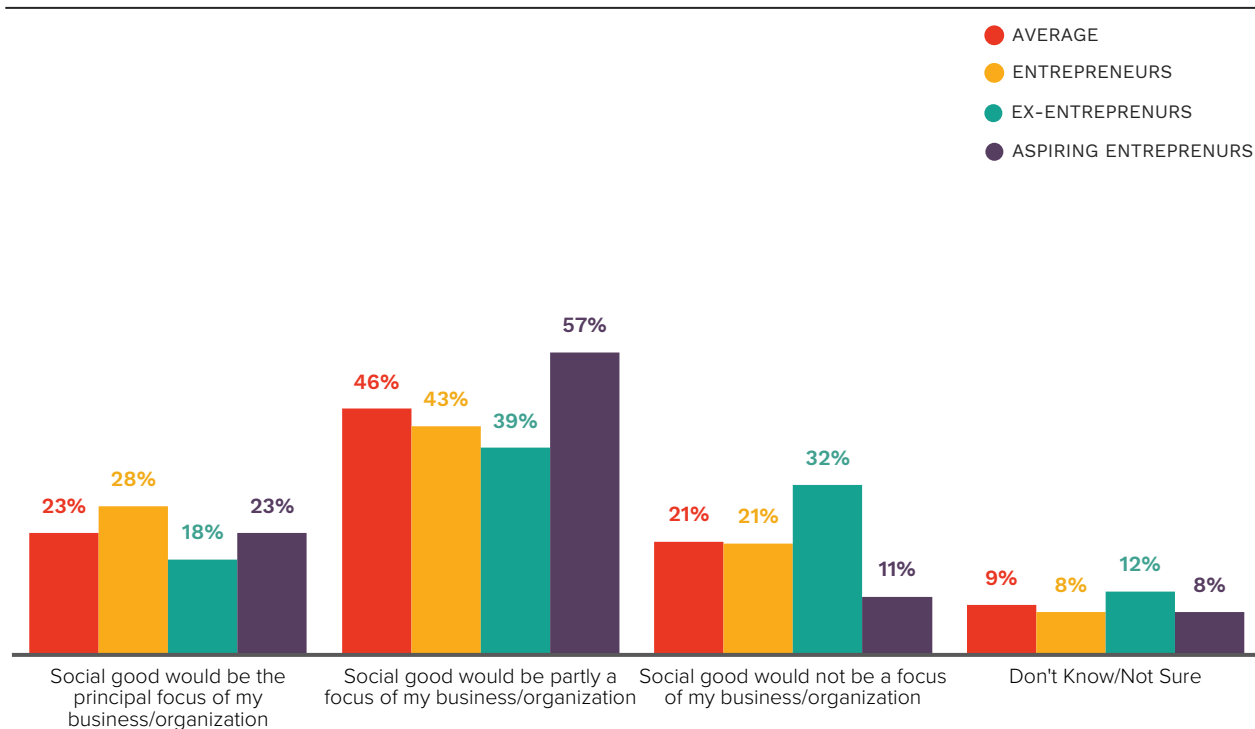
# Focus On Social Good



## Current, Ex-entrepreneurs and Aspiring Entrepreneurs

Experienced (current and ex) as well as Aspiring Entrepreneurs were then asked more specifically about whether social good was a part of their business/organization or the business/organization they would like to run. They were asked whether this was/is/would be the principal focus, part focus or not an important focus of their business/organization.

While almost 7 in 10 (69%) of all segments identified social good as being important, there were some notable differences across segments. Current Entrepreneurs and Ex-Entrepreneurs were less likely to see social good as being the focus of their business/organization, with between 2 and 3 in 10 saying “Social good would not be a focus of my business/organization”.



# Entrepreneurial Spirit: Key Traits

## Current, Ex-entrepreneurs and Aspiring Entrepreneurs

In order to better understand experienced (current and ex) as well as aspiring entrepreneurs, they were asked to place themselves on the spectrum between two relevant attitudinal statements.

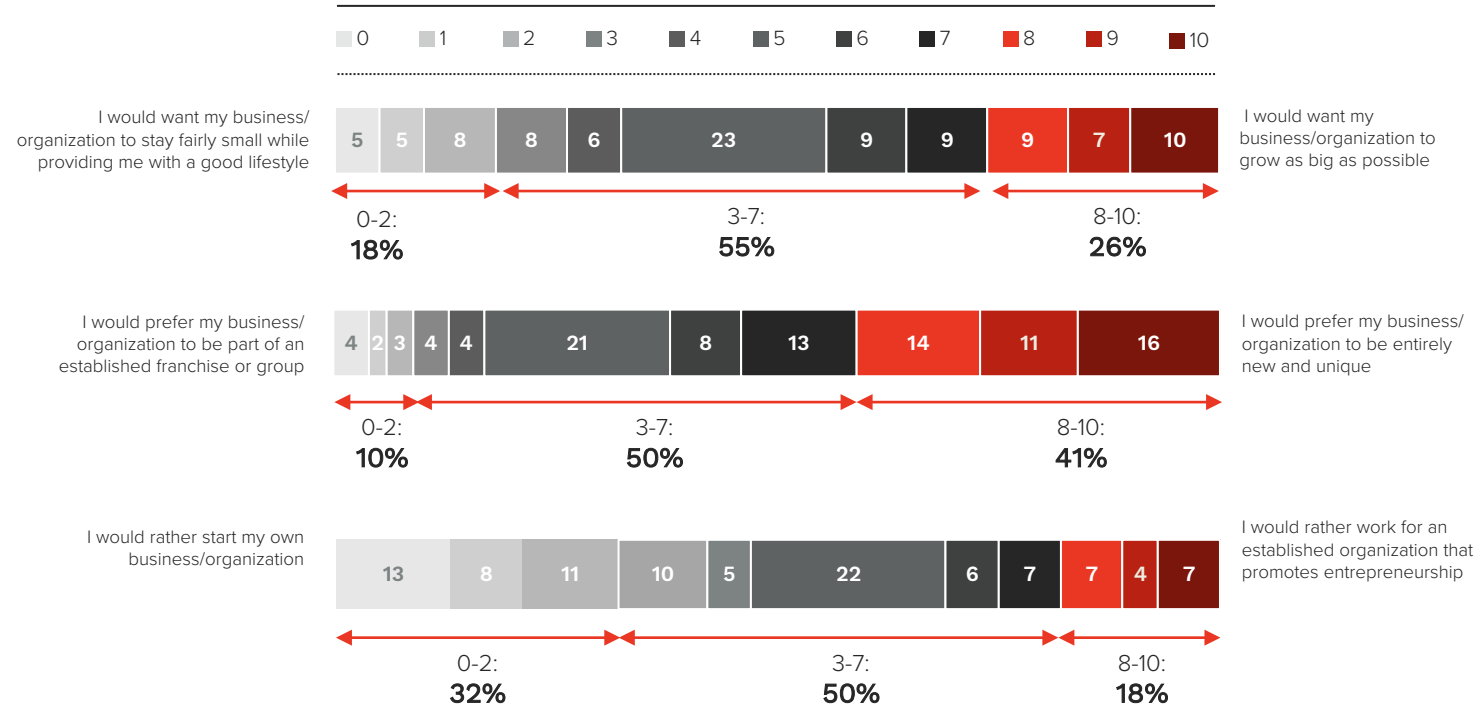
Broadly, the statements related to their aspirations in terms of size/growth, approach to innovation/competition, their thoughts on risk, as well as how others would perceive them.





# Entrepreneurial Spirit: Size/Growth

Current, Ex-entrepreneurs and Aspiring Entrepreneurs

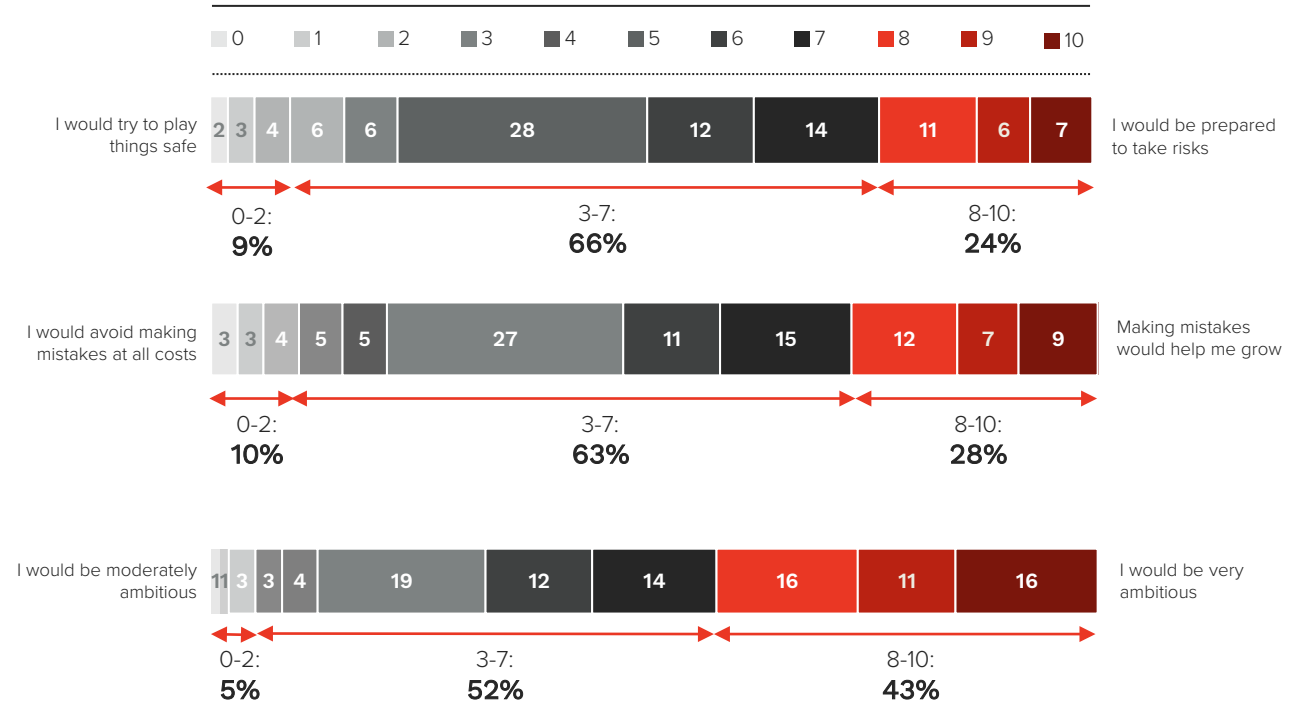


Question: Where would you tend to place yourself on each of the following dimensions?  
Base: Current, Ex and Aspiring Entrepreneurs (1235)



# Entrepreneurial Spirit: Risk Taking

Current, Ex-entrepreneurs and Aspiring Entrepreneurs



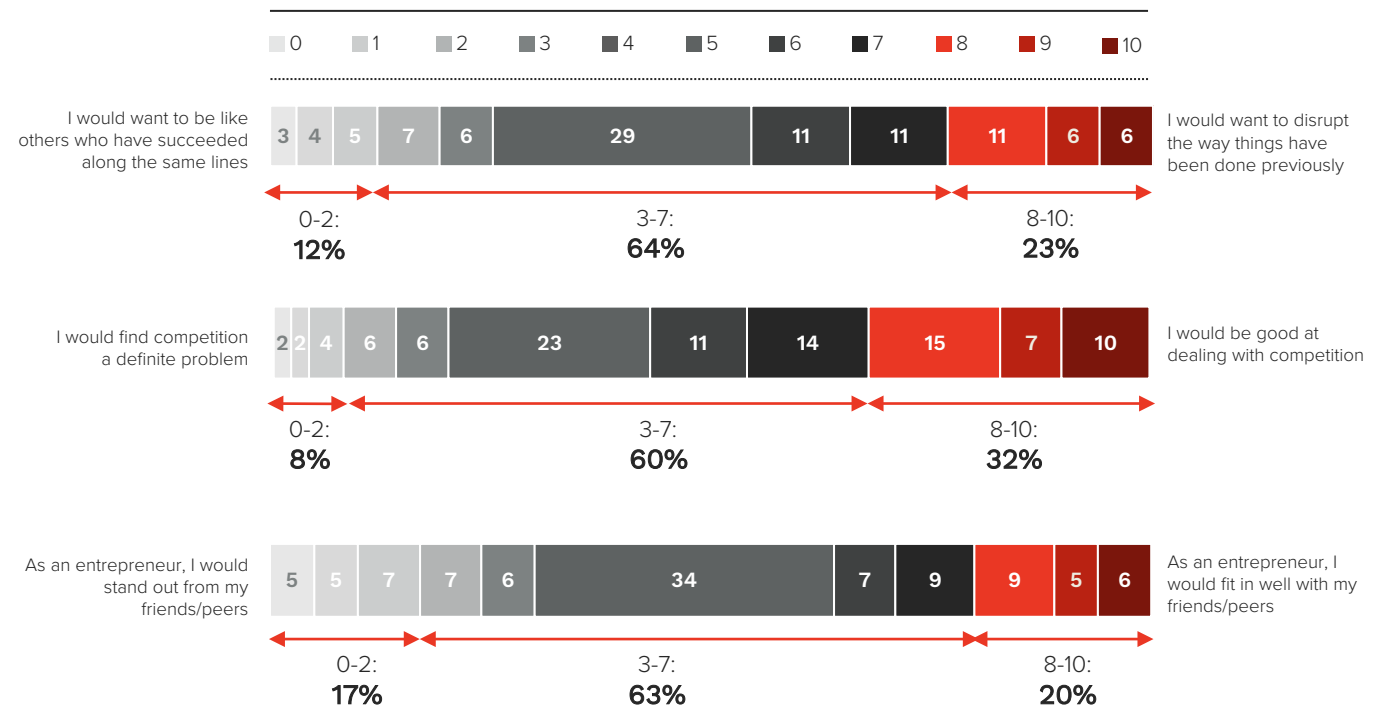
Question: Where would you tend to place yourself on each of the following dimensions?

Base: Current, Ex and Aspiring Entrepreneurs (1235)



# Entrepreneurial Spirit: Innovation/Competition

Current, Ex-entrepreneurs and Aspiring Entrepreneurs



Question: Where would you tend to place yourself on each of the following dimensions?  
Base: Current, Ex and Aspiring Entrepreneurs (1235)

# Entrepreneurial Spirit: Key Traits

## Current, Ex-entrepreneurs and Aspiring Entrepreneurs



### 1. Size/Growth:

Participants were somewhat split when asked whether they would favor a “lifestyle” business/organization or to pursue exponential growth. Approximately half (55%) fell somewhere in the middle of the two statements, with 2 in 10 (18%) saying they would want their business/ organization to “stay fairly small while providing me with a good lifestyle” and only slightly more (26%) wanting it to grow as big as possible. Women were slightly more likely than men to place themselves in the middle of the two statements (58% and 51% respectively). Looking specifically at the proportions saying “I would want my business/organization to grow as big as possible,” 16% of women said this compared to 22% of men.

In terms of independence and creating a unique offering, participants were more certain. While half (50%) were undecided, 4 in 10 (41%) would be keen to pursue a venture that is “entirely new and unique.” There were no notable gender differences between men and women on this factor. Also, more (32%) would “rather start my own business/organization” than just “work for an established organization that promotes entrepreneurship” (18%). Men were more likely than women to say they “would rather start their own business” (35% and 28% respectively).

### Risk-taking:

Encouragingly, approximately 4 in 10 “would be very ambitious.” While half (52%) were somewhat undecided, just 5% would be “moderately ambitious.”

When asked more specifically about their approach, slightly more were open to taking risks and learning from mistakes. Overall, a high proportion (around 6 in 10) were undecided on both elements. Overall, 24% said “I would be prepared to take risks” compared to just 9% saying “I would try to play things safe,” and 28% that “Making mistakes would help me grow,” compared to 10% who would seek to “avoid making mistakes at all costs.”

There were no notable gender differences on any of the factors in this category.

### Type of Entrepreneur (Innovation/Competition):

On this metric, participants were most sure about their **approach to competition**. While 6 in 10 were somewhat undecided, 3 in 10 (32%) did not see it as a major deterrent, saying “I would be good at dealing with competition.” Approximately 1 in 10 (8%) did however see it as a “definite problem.” Women were however more uncertain than men. More than 6 in 10 (65%) placed themselves somewhere

in between the two statements, compared to 55% of men.

Furthermore, approximately 10% more men than women said “I would be good at dealing with competition” (36% vs. 27%).

In terms of emulating entrepreneurs or businesses/organizations before them, participants were somewhat divided. Approximately 2 in 10 (23%) “would want to disrupt the way things have been done previously,” while 1 in 10 (12%) would look to model themselves on “others who have succeeded along the same lines.” The remainder (64%) were undecided.

When asked about how society would perceive them, participants were again somewhat divided. The same proportion (2 in 10) were of the view that, as an entrepreneur, they would “stand out from” friends/peers as those who felt they would “fit in well” with them. The remainder (64%) were undecided.





## SECTION 3

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# Facilitating Entrepreneurship

This section looks in detail at what encouraged Current and Aspiring Entrepreneurs to become entrepreneurial, as well as what led Ex-entrepreneurs to pivot.



# Positive Influences: Broad Themes

## Current Entrepreneurs by Gender

Current Entrepreneurs were shown an extensive list of 24 factors and asked which had contributed to them wanting to run their own business/organization. The factors related to seven broad themes.

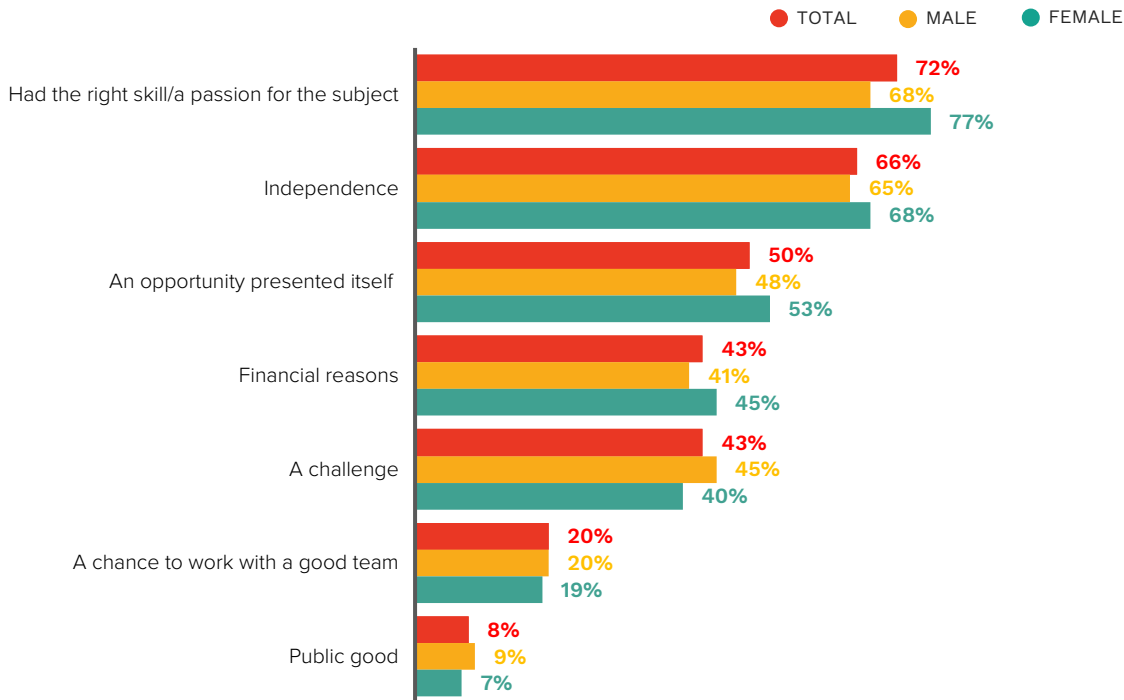
When results were aggregated, having the right skills/passion emerged as the most influential area. Overall, 7 in 10 (72%) mentioned factors relating to this. Females were particularly likely to pick such reasons, with nearly 8 in 10 (77%) doing so, compared to 7 in 10 males (68%).

The second most prominent theme related to the independence gained by running your own business/organization, with 66% selecting related factors. Independence was equally important to males and females.

The remaining themes were somewhat less prominent, with none receiving an aggregated score of more than 50%. Of these, three factors broadly relating to the right timing/circumstances ranked quite similarly. An opportunity presenting itself, wanting a challenge and financial factors (i.e. having access to money or wanting to increase earning power) were each mentioned by between 4 and 5 in 10. Females were slightly more likely than males to select options relating to an interesting opportunity presenting itself (53% vs. 48%); males were slightly more likely to select reasons relating to wanting a challenge (45% compared to 40% of females).

Interestingly, working with a good team was not particularly influential, with such factors mentioned by just 2 in 10. This seems to further support/emphasize the independent mind-set of entrepreneurs.

Public good was (by some way) the least influential theme, with just 1 in 10 selecting these factors.



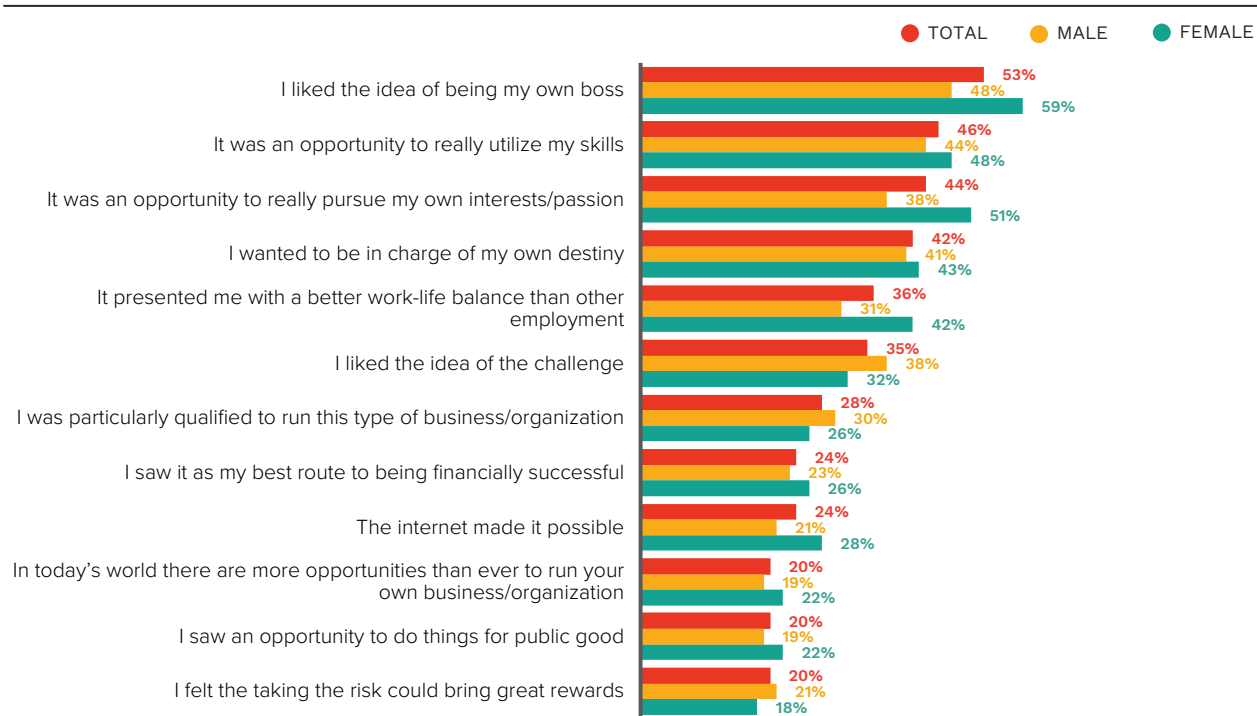


# Positive Influences: Individual Factors (1)

## Current Entrepreneurs by Gender

Looking at the factors individually, some noteworthy gender differences emerged. Females were more likely than males to:

- Select “I liked the idea of being my own boss” (59% vs. 48%)
- Be influenced by “an opportunity to really pursue my own interests/passion” (51% vs. 38%)
- Say they felt running their own business/organization presented them “with a better work-life balance than other employment” (42% vs. 31%)
- Say “The internet made it possible” (28% vs. 21%)
- Pursue “an opportunity to solve some social issues” (13% vs. 7%)



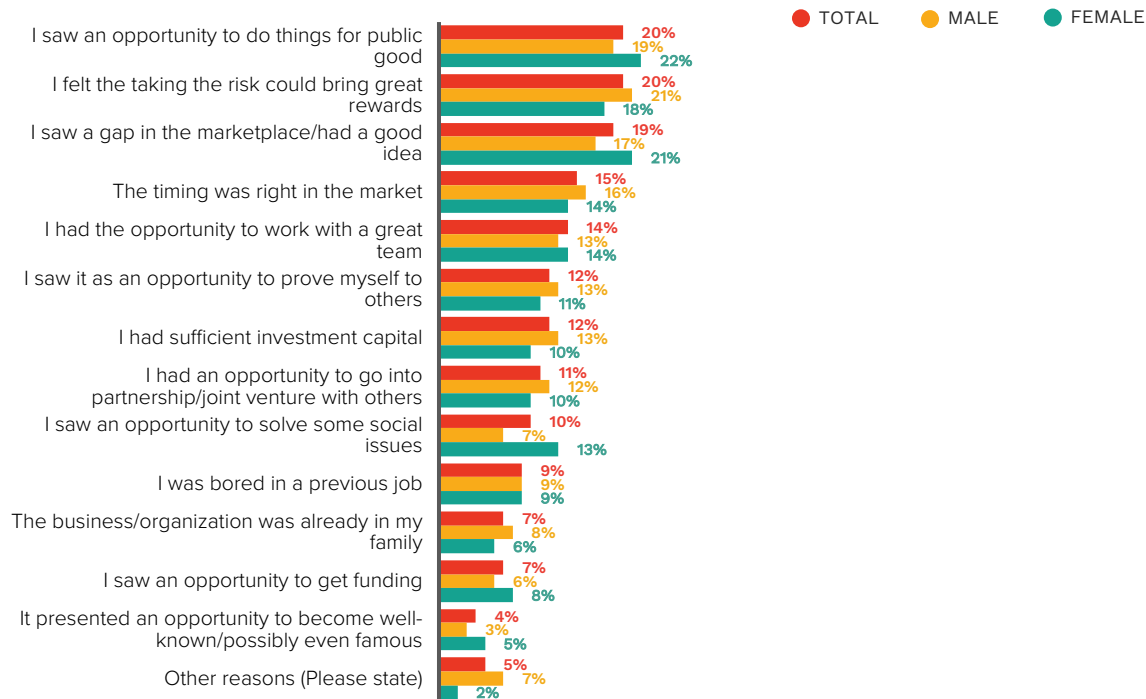
Question: Which, if any, of the following factors influenced you in relation to running your own business/organization?

Base: Total entrepreneurs (289), Male entrepreneurs (165), Female entrepreneurs (124)

# Positive Influences: Individual Factors (2)



## Current Entrepreneurs



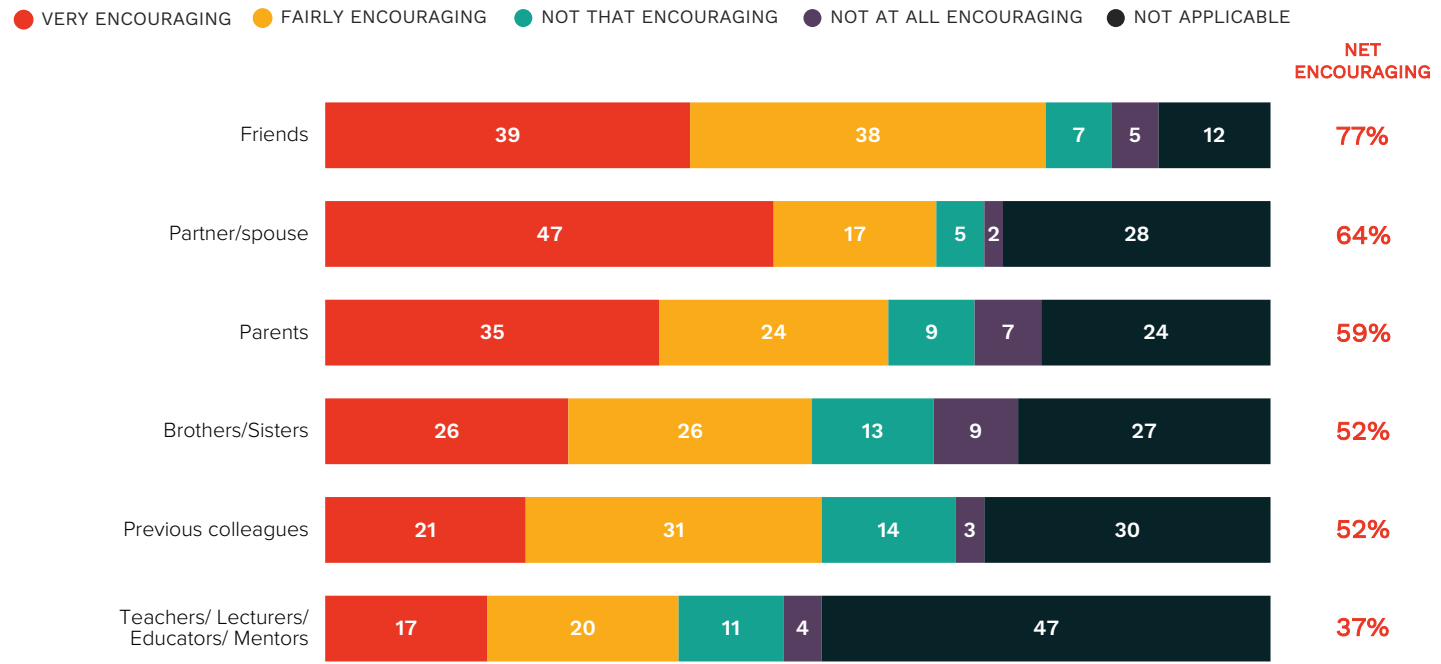
Question: Which, if any, of the following factors influenced you in relation to running your own business/organization?

Base: Total entrepreneurs (289), Male entrepreneurs (165), Female entrepreneurs (124)



# Support System – Key Individuals

## Current Entrepreneurs



Question: How encouraging were each of the following in relation to you setting up and/or running your own business/organization?  
Base: Current Entrepreneurs (289)

# Support System – Key Individuals

## Current Entrepreneurs



To better understand entrepreneurs' support system, those who currently run their own business/organization were asked who had been most encouraging about them pursuing their own venture.

Interestingly there were a high proportion of "Not applicable" responses, with respondents either not having access to these individuals/groups or not relying on them for support.

Friends were a major source of support. Just under 8 in 10 (77%) said they were encouraging, with 4 in 10 saying "Very Encouraging." Partners/spouses were also of huge importance. Despite a high proportion (39%) appearing not to have one, over 6 in 10 (64%) recognized them as being encouraging. Furthermore, this category had the highest proportion of 'Very Encouraging' selections (47%).

While family members were considered to be encouraging, they were slightly behind. In terms of parents, 6 in 10 (59%) saw them as as encouraging, with 35% of this group selecting "Very Encouraging." The proportions relating to friends or partners/spouses were lower, perhaps suggesting a potential generational influence. Siblings were seen as encouraging by approximately half of the sample (52%).

Interestingly, previous colleagues provided a similar level of support to family members; just over half (52%) saw them as encouraging, with 2 in 10 (21%) of this group saying 'Very Encouraging.'

A high proportion (47%) considered "Teachers/Lecturers/Educators/Mentors" to be irrelevant here. Given the volume of mentions, it would seem that people may not be inclined to seek advice/support from such individuals as opposed to not coming into contact with them. Despite this, a substantial proportion (37%) saw them as encouraging, with 2 in 10 saying "Very encouraging." This would suggest that, for those who do seek their support, these individuals can be a positive source of encouragement.

Perhaps unsurprisingly, entrepreneurs of the Millennial generation were more likely to say that they felt their teachers/lecturers/educators/mentors were "Very" or "Fairly encouraging," compared to the 55+ age group (47% vs. 21%),

# Creating an Environment for Success



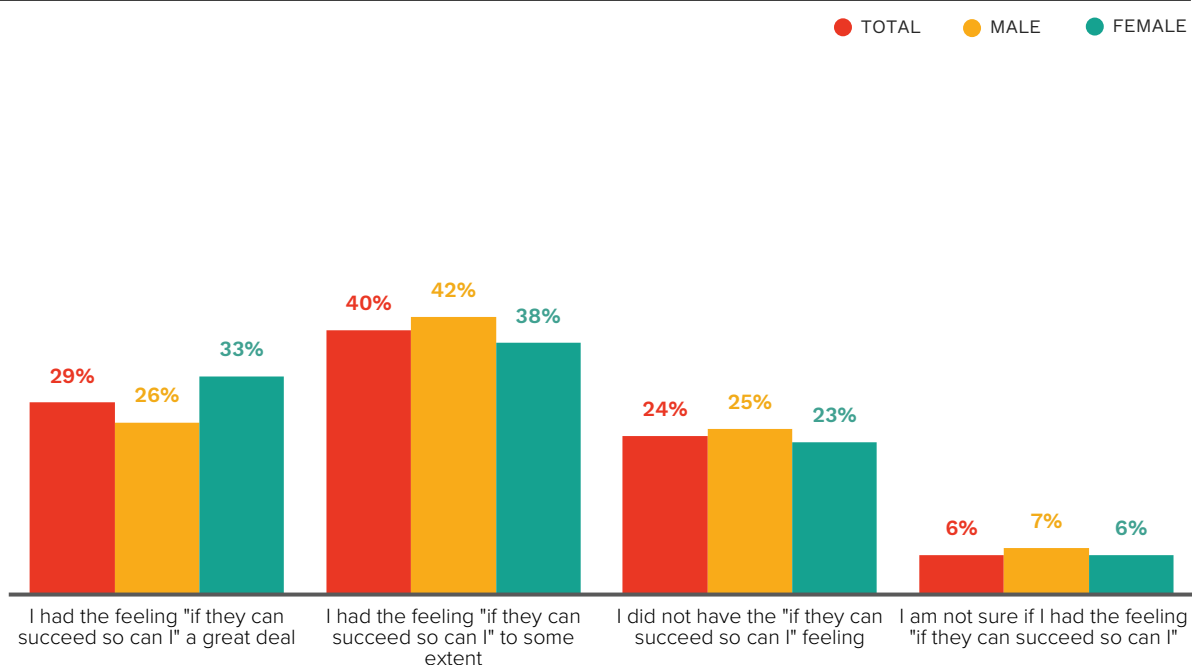
## Current Entrepreneurs

Current Entrepreneurs were asked the extent to which, when starting their business, they believed they had an eco-system which would help them to succeed. To assess this, they were asked how confident they were that they had the same chances of succeeding as an entrepreneur as anyone else (i.e. "If they can succeed so can I").

Encouragingly, 7 in 10 (69%) felt this way with 3 in 10 (28%) saying "I had this feeling a great deal" and 4 in 10 saying "I had this feeling to some extent." Encouragingly, female entrepreneurs were slightly more likely than their male counterparts to say that they "had this feeling a great deal" (33% vs. 26%).

The remaining 3 in 10 reported not having felt confident in their eco-system or were unsure.

*The 55+ age group was slightly less confident in their eco-system (35%). Those on lower incomes were also more inclined to feel this way than those on higher incomes (30% vs. 18%).*





# Driving Influences: Broad Themes

## Aspiring Entrepreneurs

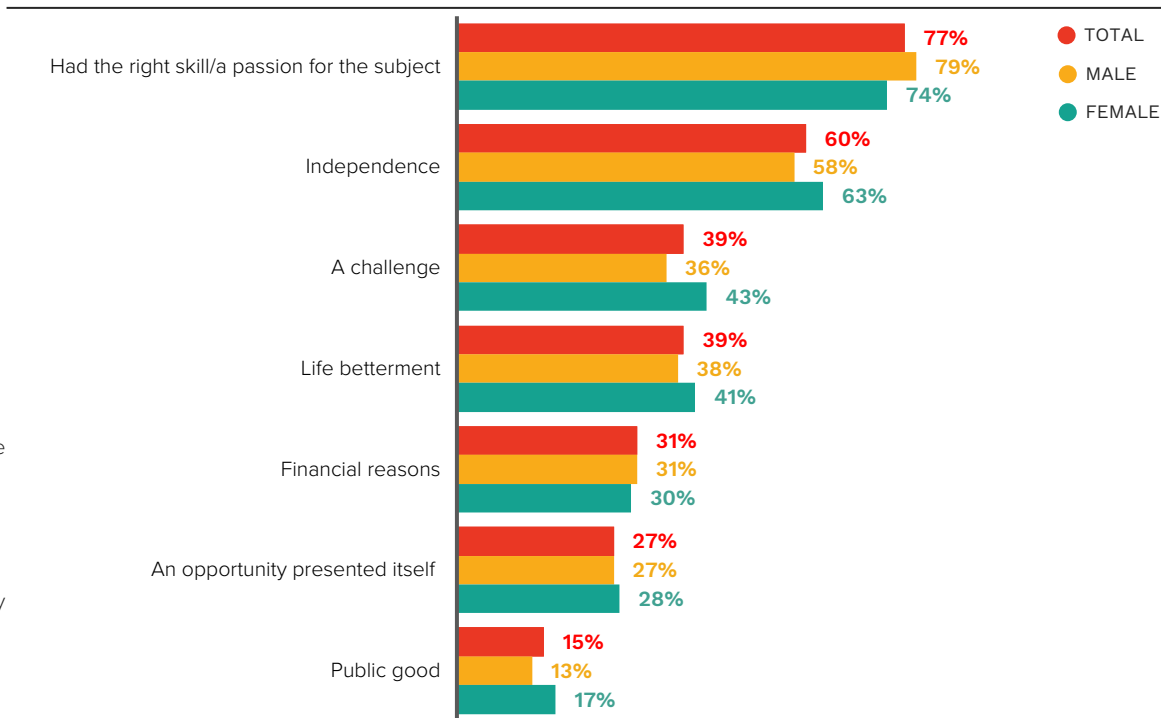
Aspiring Entrepreneurs were shown an extensive list of 24 factors and asked which had contributed to them wanting to run their own business/organization. The factors related to seven broad themes.

When results were aggregated, having the right skills/passion emerged as the most influential area. Overall nearly 8 in 10 (77%) mentioned factors relating to this. Males were slightly more likely than women to select these reasons (79% vs. 74%).

The second most prominent theme related to the independence gained by running your own business/organization, with 60% selecting related factors. Independence was equally important to males and females.

The remaining themes were somewhat less prominent, with none receiving an aggregated score of more than 40%. Of these, three factors broadly relating to the right timing/circumstances ranked quite similarly. An interesting opportunity presenting itself, wanting a challenge, life betterment and financial factors (e.g. having access to the money or wanting to increase earning power) were each mentioned by between 3 and 4 in 10. Females were somewhat more likely than men to select options relating to an interesting opportunity presenting itself (53% vs. 48%), while males were slightly more likely to select reasons relating to wanting a challenge (45% vs. 40%).

Public good was (by some way) the least influential theme, with just 15% selecting these factors.





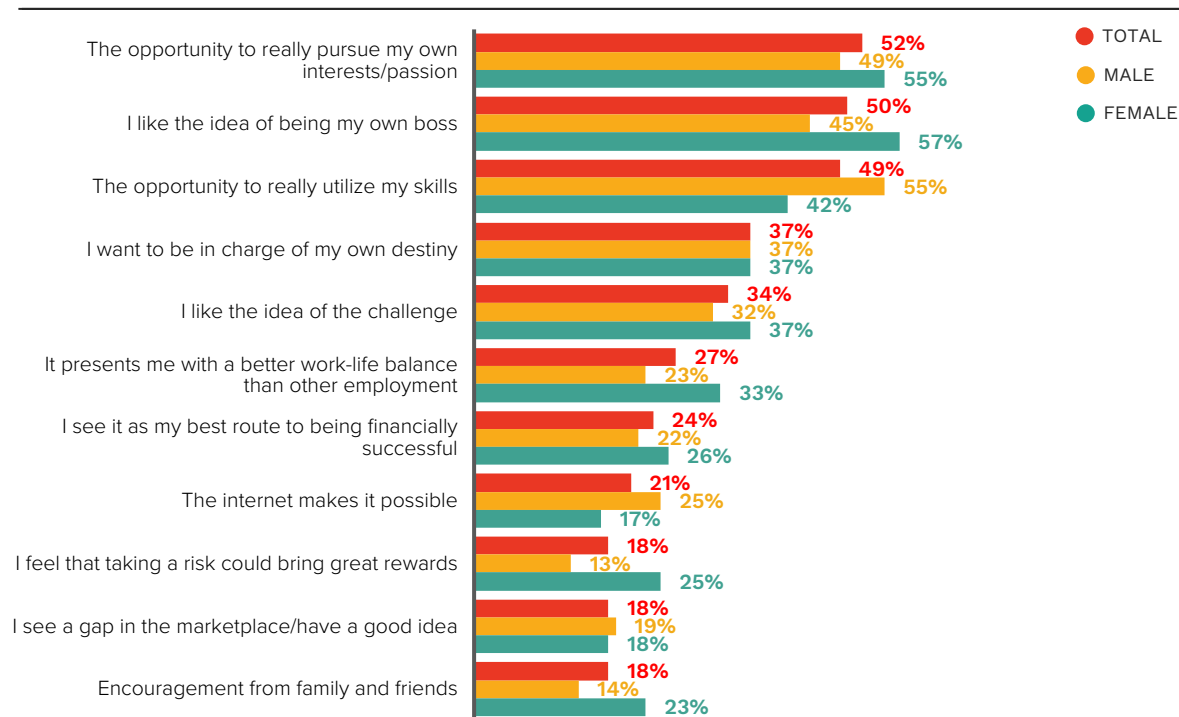
# Driving Influences : Individual Factors (1)



## Aspiring Entrepreneurs

Looking at the factors individually, some noteworthy gender differences emerged. Females were more likely than males to:

- Value the opportunity to “pursue their own interests/passion” (55% vs. 47%)
- Like the “the idea of being my own boss” (57% vs. 45%)
- Say that they felt “taking a risk could bring great rewards” (25% vs. 13%).





# Actions Taken To Become An Entrepreneur (1)

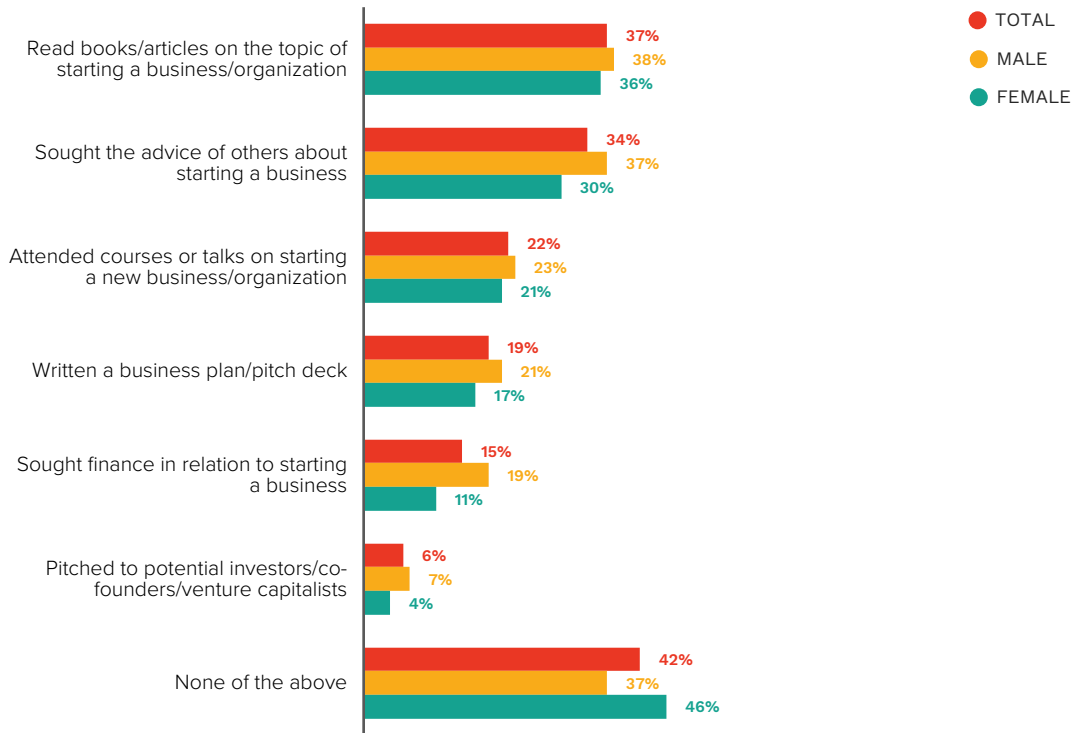
## Total and by Gender

Participants were asked what actions (if any) they had taken at any point along their journey towards entrepreneurship. The list included factors relating to independent information gathering/research, actively seeking advice, business planning and raising finances.

Almost 6 in 10 (58%) respondents had taken some action towards becoming an entrepreneur. Men were slightly more likely than women to have done so (63% vs. 54%).

The most commonly reported actions were basic information gathering/research and advice seeking. Approximately 4 in 10 (37%) had "Read books/articles on the topic of starting a business/organization," while around 3 in 10 (34%) had actively sought "the advice of others." Men were slightly more likely to have done the latter than women (37% vs. 30%).

Incidence of other, arguably more advanced, actions was generally lower. None were selected by more than 2 in 10. Of these, attending a course/talk (22%) and writing a business plan/pitch (19%) were most frequently selected. In terms of finance, slightly more men had sought this than women (19% vs. 11%). However there was no striking gender difference in relation to pitching for investment (total 6%).





# Actions Taken To Become An Entrepreneur (2)

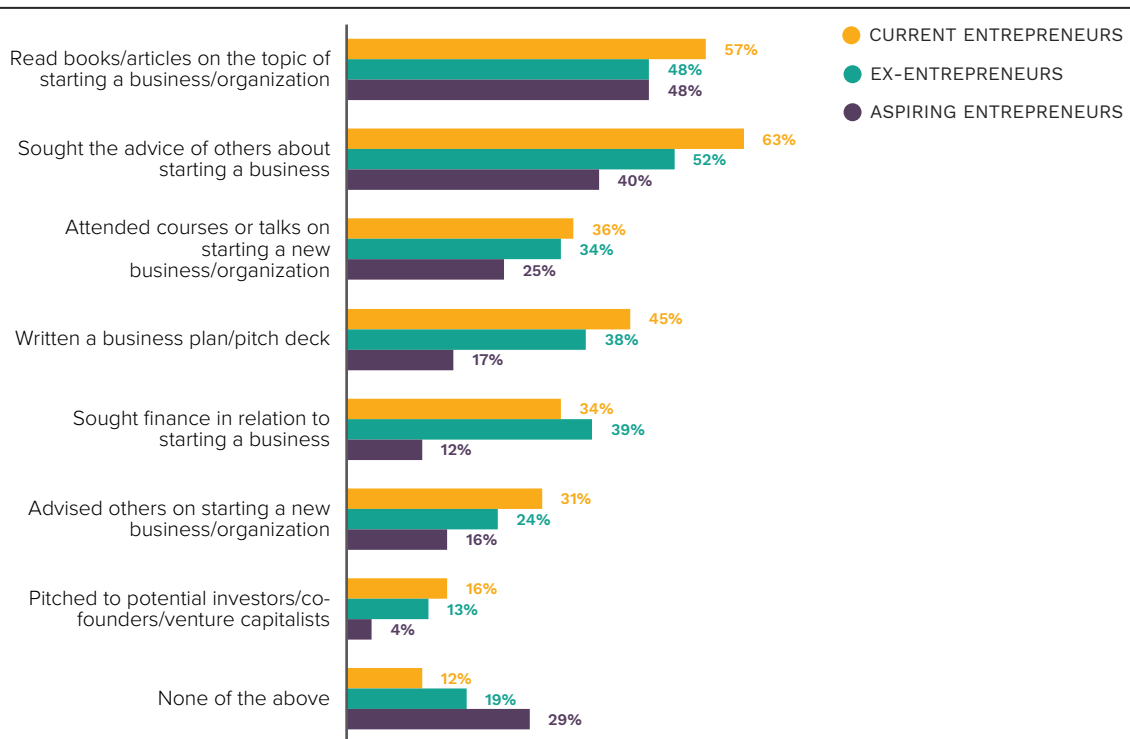
## Entrepreneur Segments

Perhaps unsurprisingly, Current and Ex-entrepreneurs were the most likely to have taken any of the actions listed. Approximately 9 in 10 (88%) Current Entrepreneurs and 8 in 10 (81%) Ex-entrepreneurs reported this. Nevertheless, 7 in 10 (71%) Aspiring Entrepreneurs had taken active steps.

The most commonly reported actions among all groups were basic information gathering/research and advice seeking. Approximately 6 in 10 (57%) Current Entrepreneurs and half (48% each) of Ex and Aspiring Entrepreneurs had “Read books/articles on the topic of starting a business/organization.” Actively seeking “the advice of others” was slightly higher among Current (63%) and Ex (52%) entrepreneurs than the Aspiring segment (40%).

Incidence of other actions was generally lower overall. Interestingly, trends were relatively similar for all three segments in relation to attending courses or talks on the subject of starting a new business, with around 3 in 10 reporting this.

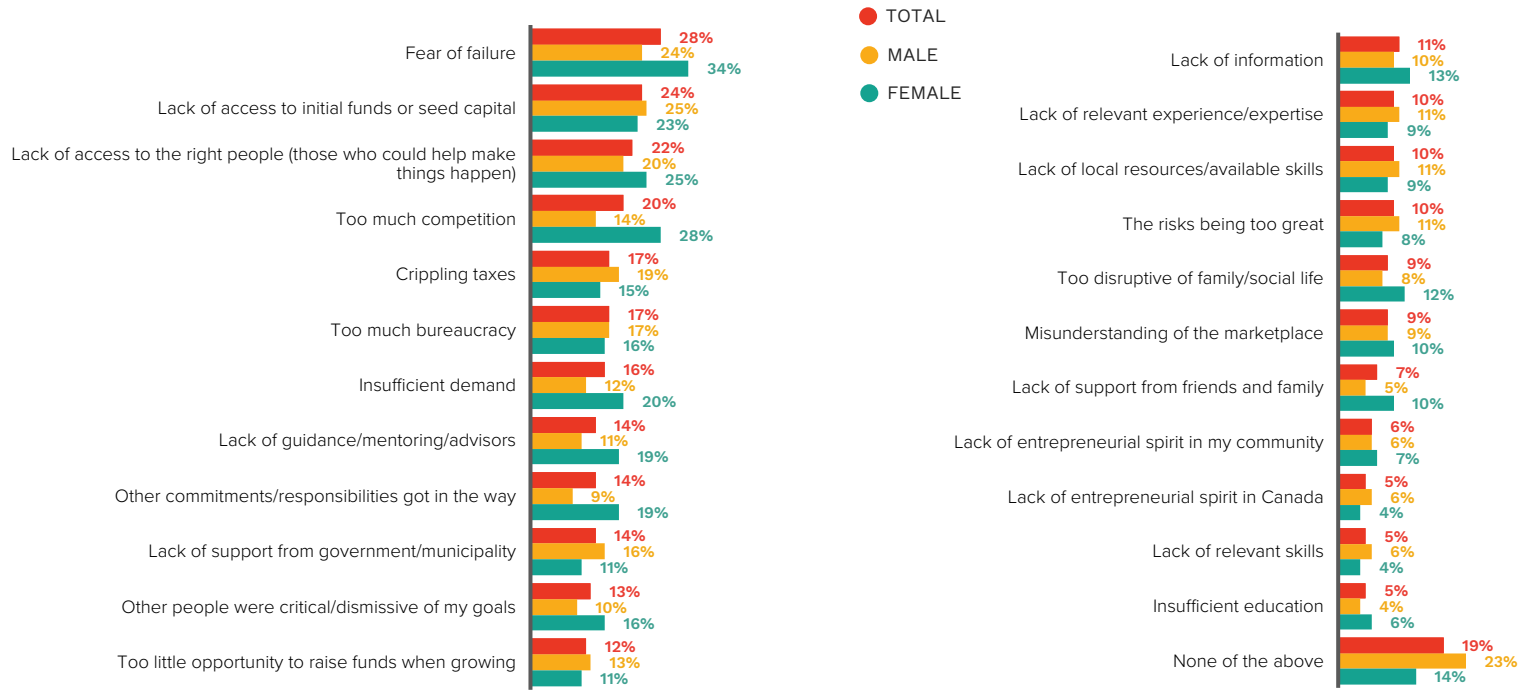
The gap between those who do/did run a business/organization and the Aspiring segment was larger for some of the (arguably) more advanced actions. Between 4 and 5 in 10 of Current and Ex-entrepreneurs had written a business plan/pitch compared to 17% of the Aspiring group, while between 3 and 4 in 10 of these groups had sought finance compared to 12% of aspiring entrepreneurs. Interestingly, less than 2 in 10 (overall) had pitched for investment.





# Barriers To Starting a Business (1)

## Current Entrepreneurs



Question: Which, if any, of the following factors have ever presented problems or potential problems for you in relation to running your own business/organization?

Base: Total Current Entrepreneurs (289); Male (165), Female (124)

# Barriers To Starting a Business (2)



## Current Entrepreneurs

In order to better understand barriers to becoming an entrepreneur, those who had been through the journey were asked to document the problems they had faced. They were shown a broad list and asked to select as many as were applicable.

Encouragingly, no single factor was selected by more than 3 in 10 Current Entrepreneurs. Furthermore, 2 in 10 (19%) said none of the listed barriers applied to them. This proportion was slightly higher for men than women (23% vs. 14%).

"Fear of failure" was the option most selected, by 28% overall. Female entrepreneurs were notably more likely than their male counterparts to select this (34% vs. 24%).

Structural issues such as "Lack of access to initial funds or seed capital" and "Crippling taxes" were selected by around 2 in 10 participants, and in similar proportions by females and males.

There were notable gender differences in relation to guidance/help. Female entrepreneurs were more likely than males to say they lacked "access to the right people (those who could make things happen)" (25% vs. 20%) and to "guidance/mentoring/advisors" (19% vs. 11%).

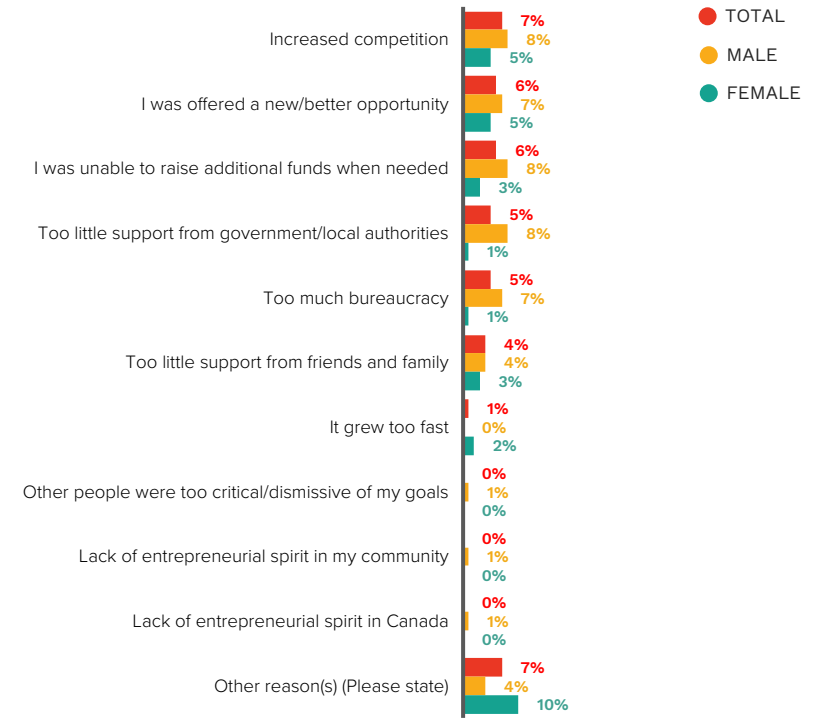
Social factors such as "Other people [being] critical/dismissive of my goals" and "Other commitments/responsibilities [getting] in the way" were also more likely (by 5 percentage points or more) to be selected by females than males.

Females were also notably more likely to have selected market place related factors. Nearly 3 in 10 females (28%) said they had experienced "Too much competition," compared to 1 in 10 (14%) males; and 2 in 10 females selected "Too much competition" compared to 1 in 10 (12%) males.



# Reasons for Quitting

## Ex-entrepreneurs



Question: For what reason(s) do you no longer run your own business/organization?  
Base: Total Ex-entrepreneurs (223), Male (123), Female (88)

# Reasons for Quitting

## Ex-entrepreneurs



Ex-entrepreneurs were asked why they no longer run their own businesses.

Overall, the main reason was “Retirement,” with the highest proportion by some way (40%) selecting this. The second most prominent reason was stopping for “personal reasons” (20%). There were some noteworthy gender differences in relation to these factors. Females were more evenly split between those who stopped “for personal reasons” (29%) and those who did so in order to retire (30%), while nearly half (47%) of men stopped in order to retire and just 1 in 10 (13%) did so “for personal reasons.”

Overall, no other factors were selected by more than 1 in 10 Ex-entrepreneurs. However, again, there were some interesting gender differences.

Personal reasons, such as other “commitments/responsibilities” becoming more of a priority and the process becoming “too stressful” were more likely to be selected by women than men, with 14% and 12% of women selecting these respectively, and just 5% of men selecting each of these reasons.

Men were more likely than women to identify financial viability as reason for quitting, such as “The business failed” (12% vs. 2%) and “Cash-flow became a problem” (14% vs. 6% females).

Encouragingly, approximately half of the list received less than 10% of mentions by either men or women.

Interestingly, the availability of information was not prominent within this group. Few selected “Lack of information,” “Lack of relevant experience/expertise” or a “Lack of local resources/available skill.”

Also, very few selected a “Lack of entrepreneurial spirit in my community” (6%) or “in Canada” (5%).

# Reasons for Not Starting a Business

## Aspiring Entrepreneurs Who Doubt Their Chances

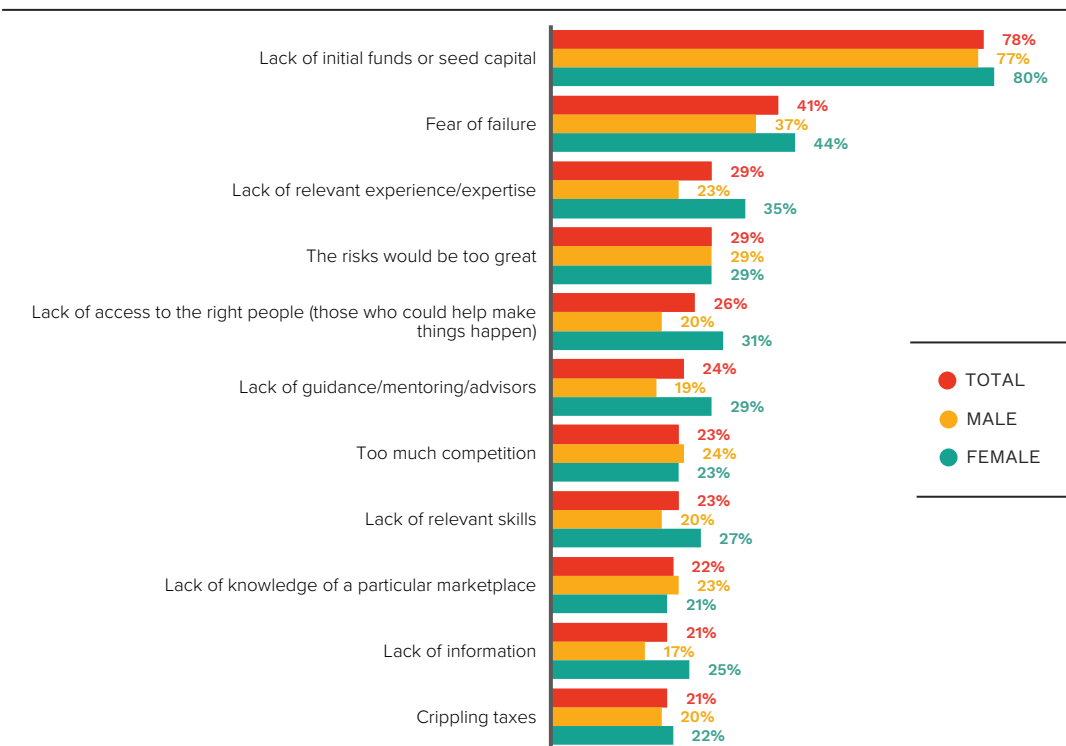


Aspiring entrepreneurs who doubted their chances of ever starting their own business/organization were asked what they felt would prevent them from doing so.

The most prominent barrier by far was a “Lack of initial funds or seed capital,” mentioned by 8 in 10. There were no gender differences in relation to the selection rate of this option.

A lack of confidence was also a key barrier for this group, especially so for females. Women were notably more likely than men to say a “Fear of failure” was one of the reasons that might prevent them from running a business/organization (44% vs. 37% of males). Also, more than 3 in 10 (35%) females felt they lacked “relevant experience/expertise” compared to just 2 in 10 (23%) males. A further 3 in 10 (27%) females felt they lacked “relevant skills” compared to 2 in 10 men.

Interestingly, females were notably more likely to say that they felt they did not have access to the right people. 3 in 10 (31%) females said a “Lack of access to the right people” could potentially prevent them from running their own business/organization, compared to just 2 in 10 males. A further 3 in 10 (29%) females said that they felt they lacked “guidance/mentoring/advisors,” compared to just 2 in 10 (19%) males. Females were also slightly more likely than males to say they thought a “Lack of information” could prevent them from running their own business/organization (25% vs.17%).



Question: Which, if any, of the following factors do you think might prevent you from ever running your own business/organization?  
 Base: Total Aspiring Entrepreneurs who doubt they will ever run their own business (376), Male (182), Female (182)



# Reasons for Not Starting a Business

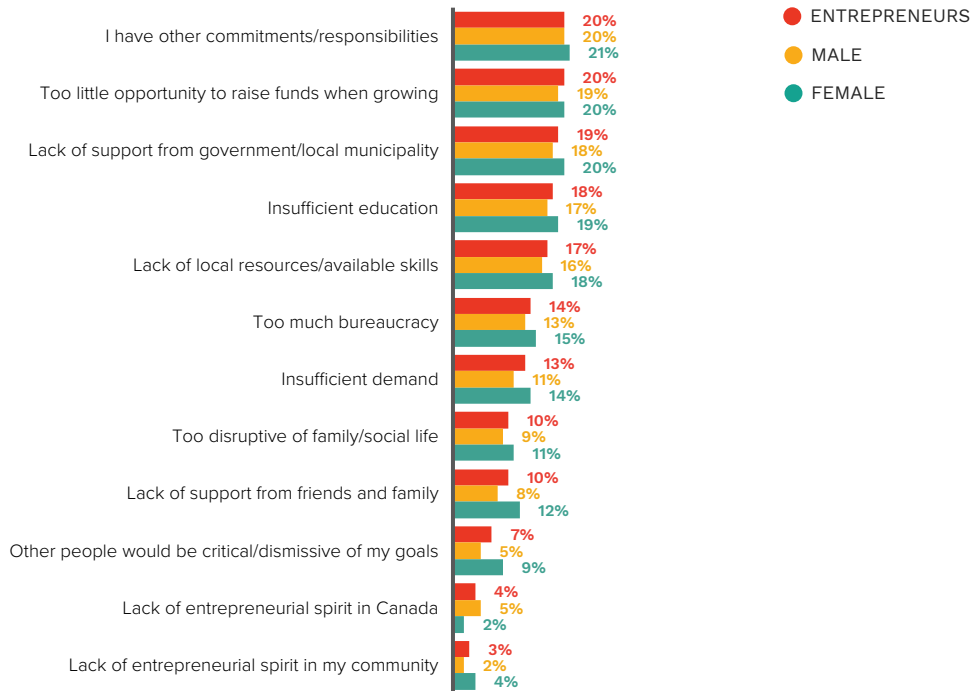


## Aspiring Entrepreneurs Who Doubt Their Chances

Encouragingly, Aspiring Entrepreneurs did not seem to perceive any “Lack of entrepreneurial spirit” in their community or “in Canada”, with just 4% and 3% overall selecting these options.

Structural issues such as “Too much bureaucracy,” and “Lack of support from government/local municipality” were selected by between 1 and 2 in 10 participants, with no notable gender differences in selection rates.

Positively, social issues such as running their own business/organization being “Too disruptive to family/social life,” “Lack of support from friends and family” and other people being “critical/dismissive” of their goals, would prevent fewer than 1 in 10 from running their own business/organization.



Question: For what reason(s) do you no longer run your own business/organization?

Base: Total aspiring entrepreneurs who doubt they will ever run their own business (376), Male aspiring entrepreneurs (182), Female aspiring entrepreneurs (182)

# Perceived Chances of Becoming an Entrepreneur



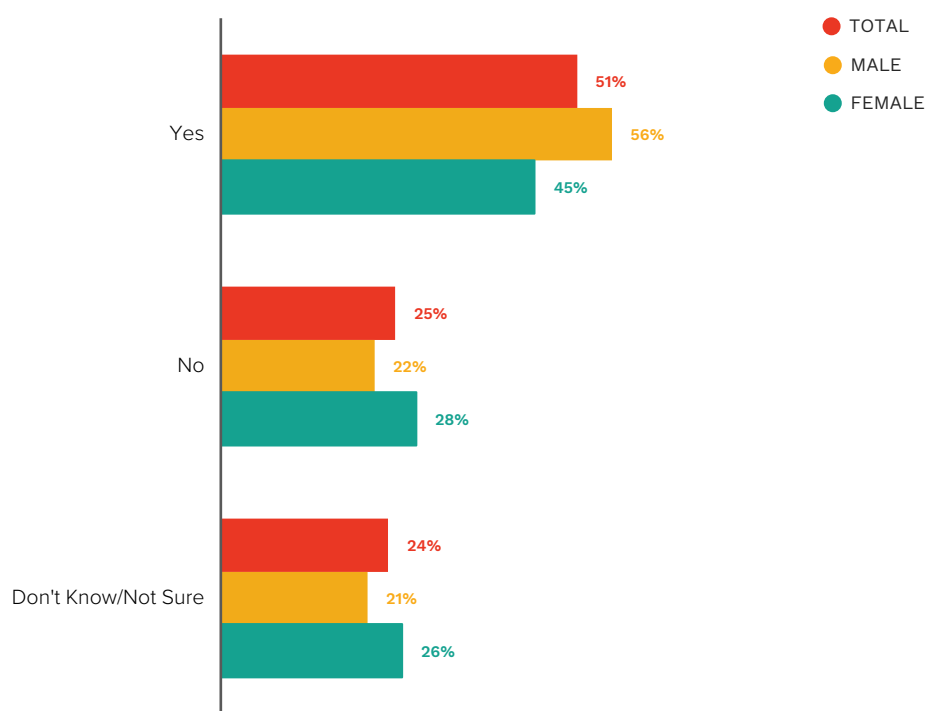
## Total and by Gender

All participants were asked if they felt they had the same chance of becoming a successful entrepreneur as any other Canadian.

Overall, half (51%) felt that they did. This proportion was slightly higher among males (56%) than females (45%).

Remaining participants were evenly split between those who did not feel they had the same chance (25%) and those who were unsure (24%).

Women were slightly more inclined than men to feel that they did not have the same opportunities as others (28% vs. 22%).



# Perceived Barriers to Becoming an Entrepreneur



## Those Who Do Not Feel They Have An Equal Opportunity (Total and by Gender)

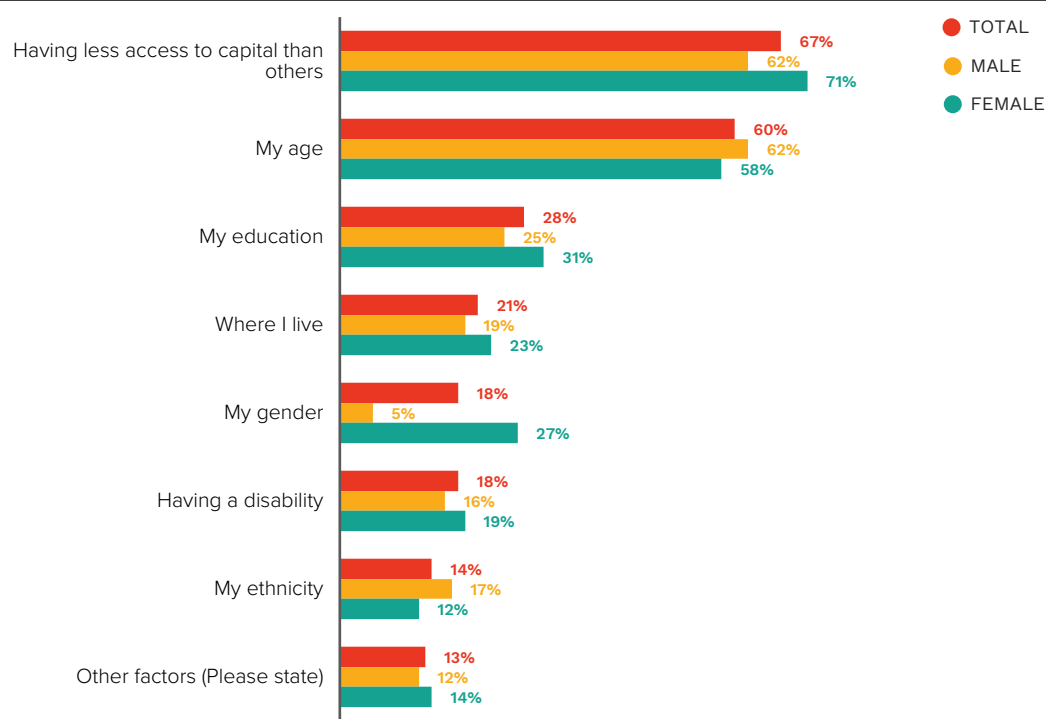
Participants who felt they had less opportunity than others were asked to specify what they believed to be their main barriers to entrepreneurship.

Overall, finances and age emerged as the main barriers, by some way. Almost 7 in 10 (67%) felt they had "less access to capital than others." Women were notably more likely than men to identify finances as a problem (71% vs. 62%). Age was close behind, with 6 in 10 (60%) selecting this. On this factor there were no notable gender differences.

Other factors, covering education, location, gender, disability (if relevant) and ethnicity were considerably less commonly mentioned as barriers. Overall, no factors were selected by more than 3 in 10 participants.

Some noteworthy gender differences emerged in relation to education and seeing their gender as a barrier. For the former, marginally more women selected "My education" than men (31% vs. 25%). When it came to "My gender" the differences were strikingly prominent. Almost 3 in 10 (27%) women said this compared to just 5% of men.

Strikingly, 30% of Non-native Canadians born outside of the country selected "my ethnicity" as a barrier, compared to just 9% of Non-natives who were born in Canada.





## SECTION 4

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# Defining Entrepreneurship

This section looks at how participants view entrepreneurs compared to business people and what they feel contributes most to Canadian society.



# Business Person vs. An Entrepreneur – Job Role

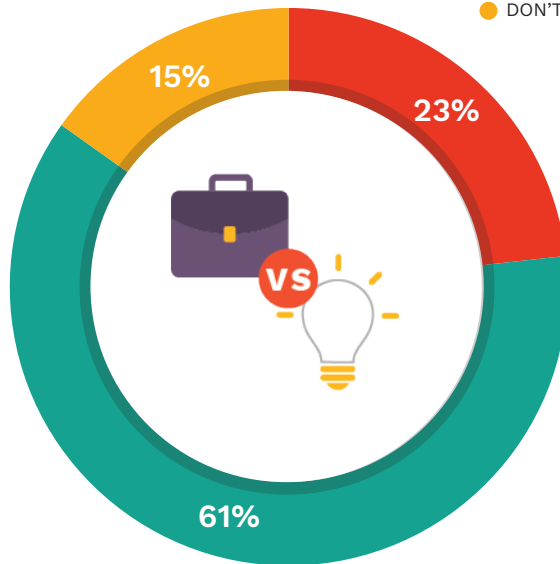
## Total

In order to understand the attraction of being an entrepreneur, participants were probed on the extent to which they saw it as similar/different to being a “Business Person.”

The highest proportion (61%) identified the two as being distinct. Approximately 2 in 10 (23%) were of the view that “A ‘Business Person’ and an ‘Entrepreneur’ are the same thing. Just under 2 in 10 (15%) were unsure.

### Statement Agreement

- A ‘BUSINESS PERSON’ AND AN ‘ENTREPRENEUR’ ARE THE SAME THING
- A ‘BUSINESS PERSON’ AND AN ‘ENTREPRENEUR’ MEAN DIFFERENT THINGS
- DON’T KNOW/NOT SURE





# Business Person vs. Entrepreneur - Differences

Participants were asked to state in their own words what they felt the difference was between a business person and an entrepreneur.

The key perceived differences between entrepreneurs and business people were largely related to ambition, having vision and taking risk.

Entrepreneurs were seen to be more ambitious than business people. They were also seen to be more willing to take risks and invest a lot of time and effort in their venture.

A business person was seen by most as being someone who works for an established business/organization and be somewhat more conventional than an entrepreneur. A business person was, by some, also seen as someone who knows the ins and outs of running a business.

“ A business person and an entrepreneur can still do business. But they'll generally have different outputs on doing things. I believe entrepreneurs may have bigger ambitions than business owners and think big about there next step.”

**16-24, Male**

“ A business person can be anyone in any type or level of a business, whereas an entrepreneur is generally the one in charge and takes on more risks with their investments.”

**16-24, Female**

“ Anyone can be a business person but an entrepreneur takes a lot of time and effort and sometimes luck”

**65+, Female**

“ Entrepreneur's goals are to establish a business in a somewhat risky environment, usually it is a business that has sprung from innovation and or creativity in an environment where this type of business has not been tried... pioneer if you will. Where a business person is in a market or business that has been established, less risk but usually conventional.”

**45-54, Male**

“ Business = someone who understands the day to day running of any business. Entrepreneur = ideas person”

**55-65, Male**

“ I describe a business person as someone who deals with business - whether ones own business or works for another. An entrepreneur is someone who takes the financial risk of business failure.”

**55-65, Female**

# Business vs. Entrepreneurship – Wealth Contribution

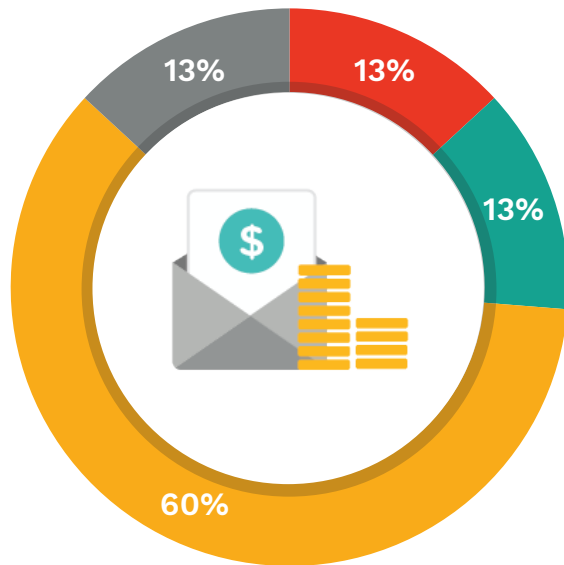


## Total

Participants were then asked whether they thought business or entrepreneurship contributed more to Canada in terms of financial wealth.

The highest proportion (60%) felt both contributed equally. Others were evenly split across the options, with just over 1 in 10 each saying either "Entrepreneurship" (13%), "Business" (14%) or that they were unsure (13%).

### Biggest contributor to Wealth



- ENTREPRENEURSHIP
- BUSINESS
- BOTH EQUALLY
- DON'T KNOW/NOT SURE

# Wealth Contribution - Entrepreneurship



## All who felt entrepreneurship contributed more to wealth

Those who felt entrepreneurs contribute more to wealth in Canada than business people were asked to explain why they felt this way.

Many said they felt entrepreneurs created new wealth by starting something that otherwise wouldn't exist, which could lead to new business sectors and job creation.

There was also a sense from some that regular business people help maintain the status quo with wealth concentrated by a select group in society, while entrepreneurs are able to disrupt the status quo.

Some also mentioned that they felt entrepreneurs and new businesses were less corrupt than established businesses and were more socially responsible.

“ Entrepreneurship not only deals with an individual with an idea, but with all the people that individual needs and employs. Small business is the backbone of society - as all business started small - some have grown. Entrepreneurship is also far more flexible in changing economic times than are corporations and other large businesses (including governments) and therefore are most likely to succeed and contribute back to society.”

**55-64, Female**

“ Businesses take as much as give; entrepreneurship offer more opportunity for growth”

**65+, Male**

“ Business (at least established ones) are likely to perpetuate the concentration of wealth with the few”

**25-34, Male**

“ Because an entrepreneur will instigate new & exciting businesses leading to the creation of wealth in Canada.”

**65+, Female**

“ Entrepreneurs create more jobs, as they create all of them from nothing, and they create new demand, and make use of local suppliers quite often”

**35-44, Male**



# Wealth Contribution – Business

## All who felt business contributed more to wealth



Those who felt business people contribute more to wealth in Canada than entrepreneurs were asked to explain why they felt this way.

The consensus among these people was that regular businesses are more numerous and larger than entrepreneurial organizations and therefore contributes more to job creation, is less risky and offers more stability.

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“ A more stable steady process with less failure.”  
**65+, Male**

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“ Not every entrepreneur is successful and so it may take many, many tries before one contributes in a major way to the Canadian economy while a business, if not successful, will soon fade away and other existing businesses will fill the vacuum and continue contributing to the Canadian economy.”  
**65+, Female**

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“ Entrepreneurs take chances. businesses have more of a backbone to hold the wealth structure.”  
**25-34, Female**

---

“ Established business is a guaranteed tax base that you can count on to generate income.”  
**25-34, Male**

---

“ Entrepreneurship creates a business which, in most cases, only benefits a very small number of people.”  
**45-54, Male**

---

“ Entrepreneurs are unique, and by association, limited in number. Business is the everyday basis of our society, and its continuing success provides the basis of wealth in Canada.”  
**45-54, Female**

# Business vs. Entrepreneurship – Public Good

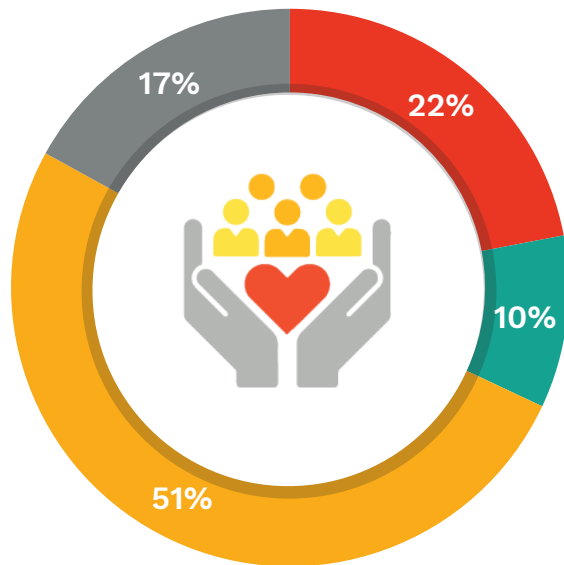


## Total

Participants were then asked whether they thought business or entrepreneurship contributed more to Canada in terms of public good.

The highest proportion (60%) felt “Both Equally” contributed. Interestingly, however, more selected “Entrepreneurship” (22%) than did “Business” (10%). The remaining 2 in 10 (17%) were unsure.

## Biggest contributor to public good



- ENTREPRENEURSHIP
- BUSINESS
- BOTH EQUALLY
- DON'T KNOW/NOT SURE



# Public Good- Entrepreneurship

## All who felt entrepreneurship contributed more to public good

Those who felt entrepreneurship contributes more to public good were asked to explain, in their own words, why they felt this way.

Entrepreneurs with **fresh ideas** building new companies were generally perceived to be very good news for Canada. There was also a sense from some that the generally smaller scale of entrepreneurial organizations allows them to be more in tune with customer and society needs.

“ Because having new and innovative ideas is very good for Canada. It's good for the public to be able to associate Canada to unique ideas. It gives a sense of pride when you know that somethings been invented are created in Canada.”

**45-54, Female**

“ Because regular big businesses seem more impersonal, and a small business is more in tune with customers I suppose? And I'd say most entrepreneurs run small businesses?”

**25-34, Female**

“ Business is about money in the final analysis. Profit and loss. Entrepreneurship can be that, of course but it also encompasses the desire to 'make things happen' without a profit motive as the baseline.”

**65+, Male**

“ Depends on what type of business the owner has made mostly but if it does well then Canada will become known for having people with great ideas.”

**35-44, Male**

“ Because the de facto business environment leaves social gaps that incumbent companies aren't incentivized to fill, whereas entrepreneurs without institutional inertia and calcified business models may be able to build something entirely new, and in the process to see social gaps as commercial opportunities.

**25-34, Male**

# Public Good - Business

## All who felt business contributed more to public good



Those who felt “business” contributes more to public good were asked to explain, in their own words, why they felt this way.

These people explained that the larger size and the stability of established businesses means that they have more time and resources to do public good (as opposed to entrepreneurs who are too busy trying to build a profitable business).

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“ Businesses create more jobs which in turn helps the public find work and assist their families.”

**65+, Male**

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“ Entrepreneurship is new and is more likely to focus on the profits than an established business which already has money to invest in public good.”

**25-34, Female**

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“ Entrepreneurs are often too busy trying to make profits to focus on the public good; businesses are established and often have diverse roles that can extend to the public good.”

**35-44, Female**

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“ It is because Businesses already have their idea set and are already managing wealth. Entrepreneurs are just learning.”

**25-34, Male**

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“ Many, many more people are employed, pay taxes, and the largest businesses are the ones who most obviously contribute to social causes.”

**45-54, Male**

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“ Most entrepreneurs I've known barely make enough to survive, let alone contribute to society.”

**65+, Female**

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## SECTION 5

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# Entrepreneurship In Canada

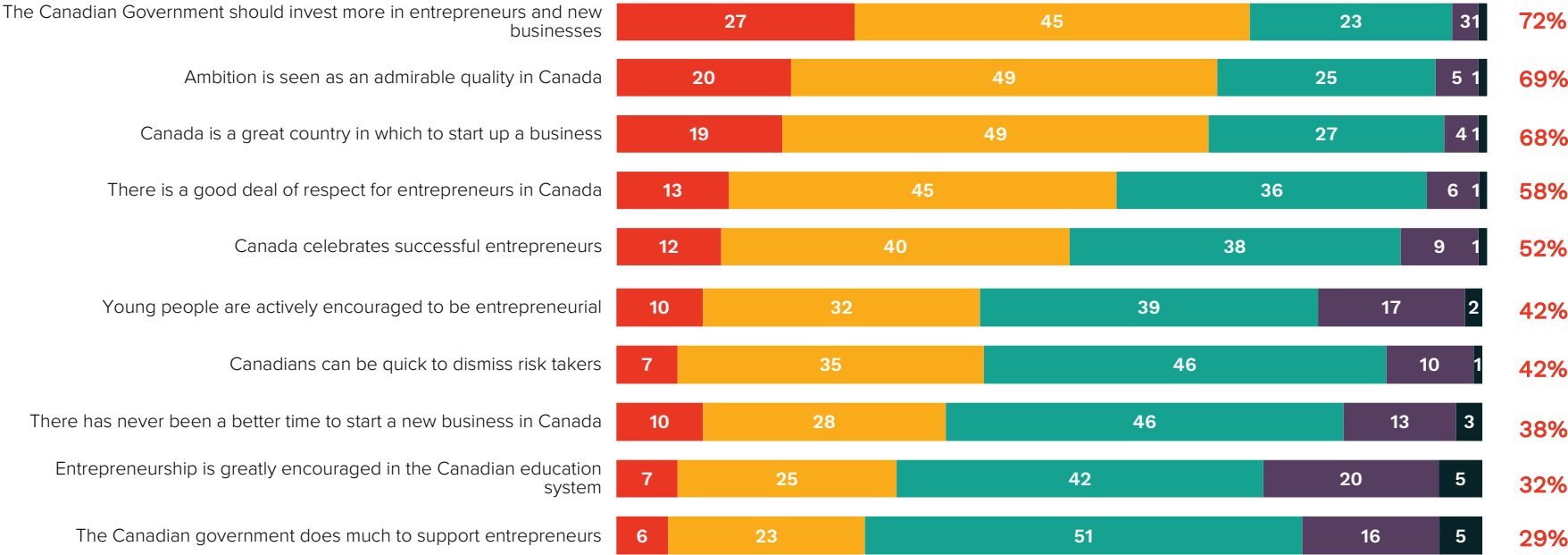
This section looks at how entrepreneurship in Canada is viewed, what encourages entrepreneurship and what could be done better and which entrepreneurs inspire people.



# Entrepreneurial Spirit In Canada (1)

● STRONGLY AGREE ● AGREE ● NEITHER AGREE NOR DISAGREE ● DISAGREE ● STRONGLY DISAGREE

NET AGREE



Question: How encouraging were each of the following in relation to you setting up and/or running your own business/organization?  
Base: All those who run their own business (286)

# Entrepreneurial Spirit In Canada (2)



In order to understand how participants felt about entrepreneurial spirit in Canada, they were asked to state their level of agreement or disagreement with a broad range of statements. The 10 statements related to government support/investment, vitality of entrepreneurial ventures in Canada, and social norms/attitudes towards entrepreneurs.

## Government support/investment:

Responses suggest that the Canadian government is not conceived to be doing enough to encourage or actively facilitate entrepreneurship in Canada.

The statement with the highest level of agreement was "The Canadian Government should invest more in entrepreneurs and new business." Overall, 7 in 10 (72%) agreed with this to some extent, with 3 in 10 (27%) doing so "Strongly." Just 4% disagreed.

Furthermore, the statements that had the lowest levels of agreement also related to the government. Just 3 in 10 agreed that "Entrepreneurship is greatly encouraged in the Canadian education system" (32%) or that "The Canadian government does much to support entrepreneurs" (29%).

It is, however, important to note that for each statement the highest proportions were undecided, suggesting there may be a lack of understanding about the government's approach.

Interestingly, Non-native Canadians born outside of the country were more positive, with 36% agreeing that "The Canadian government does much to support entrepreneurs" compared to 29% of the overall sample. Also, more agreed that "Entrepreneurship is greatly encouraged in the Canadian education system" (41% compared to 33% of the overall sample).

## Vitality of entrepreneurial ventures in Canada:

There was the sense generally that the eco-system in Canada is conducive to entrepreneurial ventures.

Approximately 7 in 10 (68%) agreed that "Canada is a great country in which to start up a business," with 2 in 10 (19%) doing so "Strongly." When asked about the statement, "There has never been a better time to start a new business in Canada," responses were more mixed. The highest proportion (46%) were undecided. Nevertheless, 4 in 10 (38%) agreed and just 16% disagreed. As with the uncertainty around government actions, the high proportion of inconclusive responses suggests there may be knowledge gaps.

## Social norms/attitudes towards entrepreneurs:

This category had five related factors.

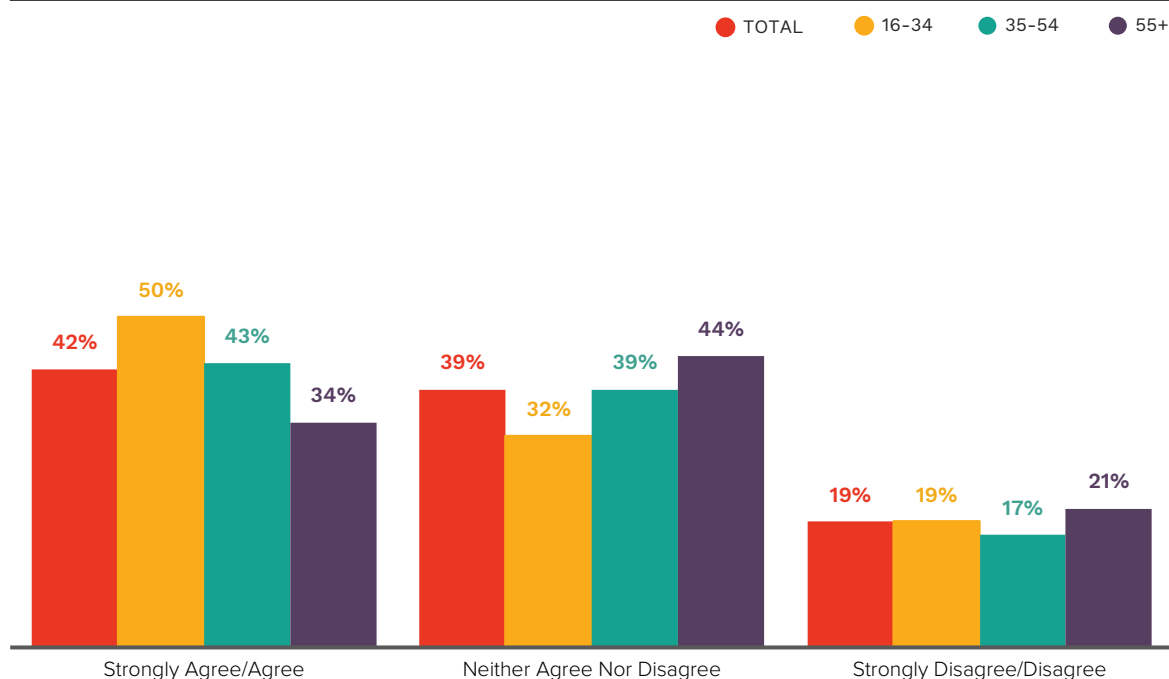
- "Ambition is seen as an admirable quality in Canada" was the most agreeable statement in this category, and the second most overall: 7 in 10 (69%) agreed to some degree with 2 in 10 doing so strongly. Despite this, 4 in 10 (42%) agreed that "Canadians can be quick to dismiss risk takers" and a high proportion (46%) was unsure.
- In terms of respect and celebrating entrepreneurs, between 5 and 6 in 10 agreed that this was the case, with 58% agreeing that "There is a good deal of respect for entrepreneurs in Canada" and 52% that "Canada celebrates successful entrepreneurs."
- Looking at generational effects, 4 in 10 (42%) were of the view that "Young people are actively encouraged to be entrepreneurial."

# Young People Actively Encouraged to be Entrepreneurial



## Total and by age

Interestingly, those aged 16-34 were slightly more likely than those of older generations to say they felt young people were “actively being encouraged to be entrepreneurial.” Half (50%) of 16-34 year olds agreed with this statement, compared to 43% of those aged 35-54 and just 34% of those over 55 years.





# Advantages to Starting a Business in Canada



Participants were asked what they felt were the main advantages to starting a business/organization in Canada.

The key themes were that there were lots of opportunities in Canada because of the relatively good access to enterprise programs, the diverse population (with new ideas), and a culture of working hard. Some also mentioned that there are opportunities to beat the existing larger businesses that are slower to change.

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“ Canada is a growing country with a very diverse population and more immigrants moving here. This opens up new ideas to grow the economy.”

**65+, Male**

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“ Canada as a society can be accepting of change, especially when it is promoted as good for all Canadians, or good for all people. Canadians self identify as people who want to help others, with strong values, moral commitment and respect. We value diversity, and are hard working.”

**35-44, Female**

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“ There are many opportunities to start up a business. Banks are willing to give loans. Courses offered in university help giving knowledge to those interested in starting a business.”

**65+, Male**

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“ There are lots of opportunities, while the average Canadian business is very conservative, implying that there are opportunities for those willing to be even slightly different.”

**35-44, Male**

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“ Everyone can start their own business if that is what is desired. There are programs and funding to help if you can find them. There are people there to help if you know where to look.”

**45-54, Female**

# Disadvantages to Starting a Business in Canada



Participants were then asked what they felt were the main advantages to starting a business/organization in Canada.

The main disadvantages were mainly perceived to be financial: either they don't have enough financial security to take risks or that new companies could benefit more from having better tax incentives and more financial support.

“ How horrible the Canadian dollar is doing and the economy in general. The rising cost of living... The fact we are so heavily reliant on the oil industry and nothing else.”

**16-24, Female**

“ The lack of support and education we receive with regards to entrepreneurship leaves you thinking that you do not know where to begin and how to get a leg up.”

**25-34, Female**

“ Just people having enough money to get their business not only started but to keep it going through the first few crucial years to be allowed to get to the point of making a profit.”

**45-54, Female**

“ Most everyone I know is a paycheque away from eviction, due to high housing costs. If they were to start a business, and it fails, they are in deep trouble. If the business does indeed fail, it takes a long time to get a job, and even once a job is acquired, it can take up to 3 weeks to get the first paycheque. Were they to apply for welfare, they're looking at 20 days before they receive a cheque, try explaining this delay to the landlord!”

**35-44, Male**

“ Not enough tax incentives should be minimal tax for five years”

**65+, Male**

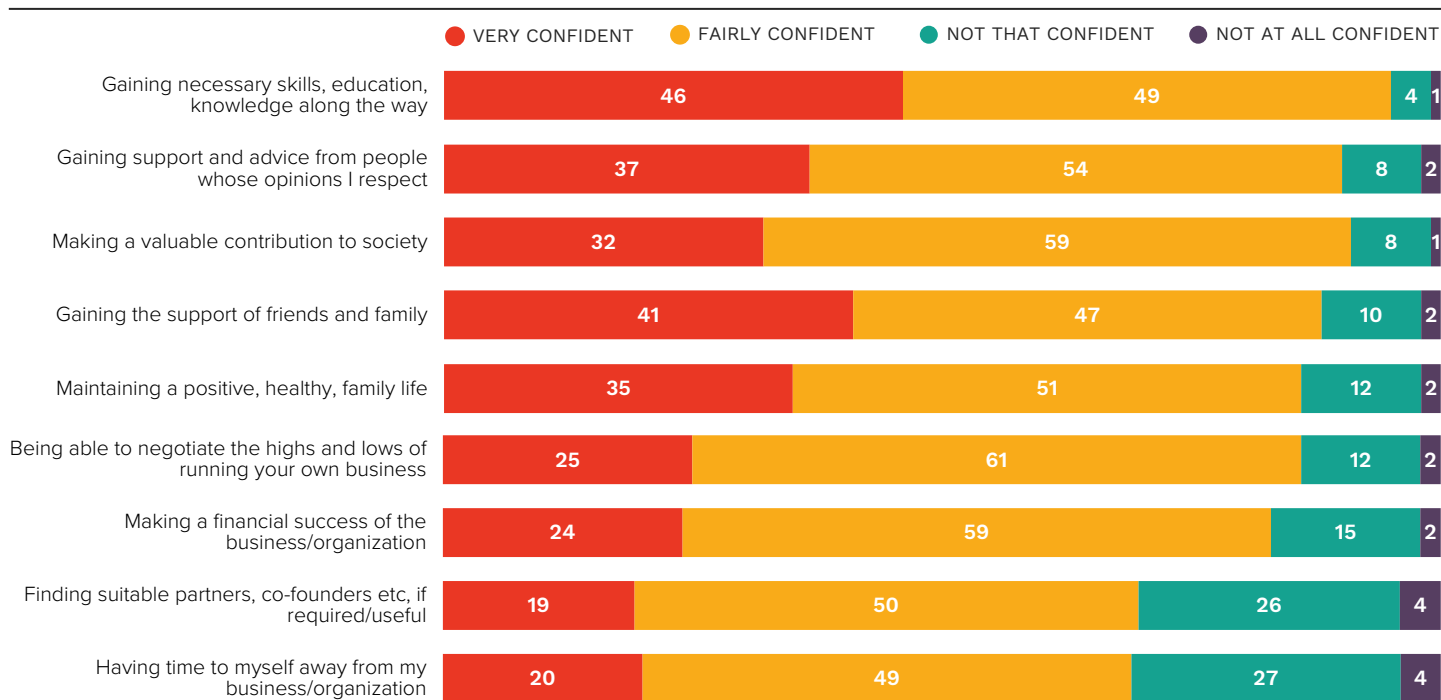
“ High taxes, regulations, but these may be necessary evils.”

**45-54, Male**

# Confidence in Starting a Business



## Entrepreneurs/Aspiring Entrepreneurs



Question: If you were running your own business/organization, how confident would you be of the following?

Base: Ex-entrepreneurs, Current entrepreneurs and Aspiring Entrepreneurs (1235)

# Confidence in Starting a Business

## Entrepreneurs/Aspiring Entrepreneurs



Experienced (current and ex) as well as Aspiring Entrepreneurs were asked to state how confident they were about setting up a business/organization. The 9 statements related to the ability to gain support from friends, family and mentors, gain entrepreneurial skills, social norms/attitudes, maintaining a work/life balance and being able to contribute to society.

Participants were confident they would be able to gain the “necessary skills, education and knowledge along the way” with 95% saying they were “Very” or “Fairly” confident.

Responses around gaining support from the right people were encouraging:

- 91% felt “Very” or “Fairly confident” that they would be able to gain “Support and advice from people whose opinions [they] respect”
- 89% felt confident they could gain “the support of friends and family”

Participants were also confident that they would be able to contribute to society. Almost all (91%) felt “Very” or “Fairly” confident they would be able to make “a valuable contribution to society.”

In terms of their ability to maintain a work/life balance as an entrepreneur, participants were somewhat less certain. While 86% felt confident they could maintain a “positive, healthy family life” only 69% thought they would “have time to themselves away from [their] business/organization.”

In terms of stress, positively, 86% felt confident they would be “able to negotiate the highs and lows of running [their] own business.” A relatively high proportion (25%) were “Very Confident” about this.

Participants were also less certain about aspects of the financial side of running their own business/organization. Approximately 8 in 10 (83%) said they were confident they could make a “financial success of the business/organization,” while 69% felt confident they could find “suitable partners, co-founders etc., if required/useful.”

# Most Famous Entrepreneurs

## All respondents

Participants were asked to list the most famous entrepreneurs they could think of in Canada and world-wide. Five entrepreneurs for each question were mentioned considerably more frequently than others. Notably, very few participants mentioned any female entrepreneurs and no females made it in to the top five.

The most frequently mentioned entrepreneur in Canada was Alexander Graham Bell (1847-1922) inventor of the telephone, followed by Kevin O'Leary (born 1954) co-founder of SoftKey, Jim Pattinson (born 1928) of the Jim Pattinson Group, Joseph-Armand Bombardier (1907-1964) founder of Bombardier and John Molson (1763-1836) founder of Molson Brewery.

The only females mentioned for Canada were Alice Wong (born 1974) politician and founder of the Centre for Small Businesses and Arlene Dickinson (born 1956) CEO of Venture Communications, both received fewer than 50 mentions compared to several hundreds of mentions received by the top five entrepreneurs.

When asked to state who they felt was the most famous entrepreneur world-wide, Bill Gates (born 1955) founder of Microsoft, was most frequently mentioned, followed by Steve Jobs (1955-2011) co-founder of Apple Inc., Mark Zuckerberg (born 1984) co-founder of Facebook, Donald Trump (born 1946) President of the United States and CEO of The Trump Organization and Elon Musk (born 1971) founder of Tesla and SpaceX.



### Canada



- 01** Alexander Graham Bell
- 02** Kevin O'Leary
- 03** Jim Pattinson
- 04** Joseph-Armand Bombardier
- 05** John Molson

### The World



- 01** Bill Gates
- 02** Steve Jobs
- 03** Mark Zuckerberg
- 04** Donald Trump
- 05** Elon Musk

# Most Inspiring Entrepreneurs

## All respondents



Participants were asked if there was any person in particular they admire in terms of being entrepreneurial. Interestingly, the most frequently mentioned were participants' friends, suggesting that participants found those close to them as inspiring, if not more so, than famous entrepreneurs with lots of success.

Of famous entrepreneurs, participants were most likely to mention Bill Gates (born 1955) founder of Microsoft, Steve Jobs (1955-2011) co-founder of Apple Inc. and Elon Musk (born 1971) founder of Tesla and SpaceX.

Participants' work associates came in fifth place.

### Most inspiring entrepreneurs

- 01 Friends
- 02 Bill Gates
- 03 Steve Jobs
- 04 Elon Musk
- 05 Work associates

# Government support for entrepreneurship



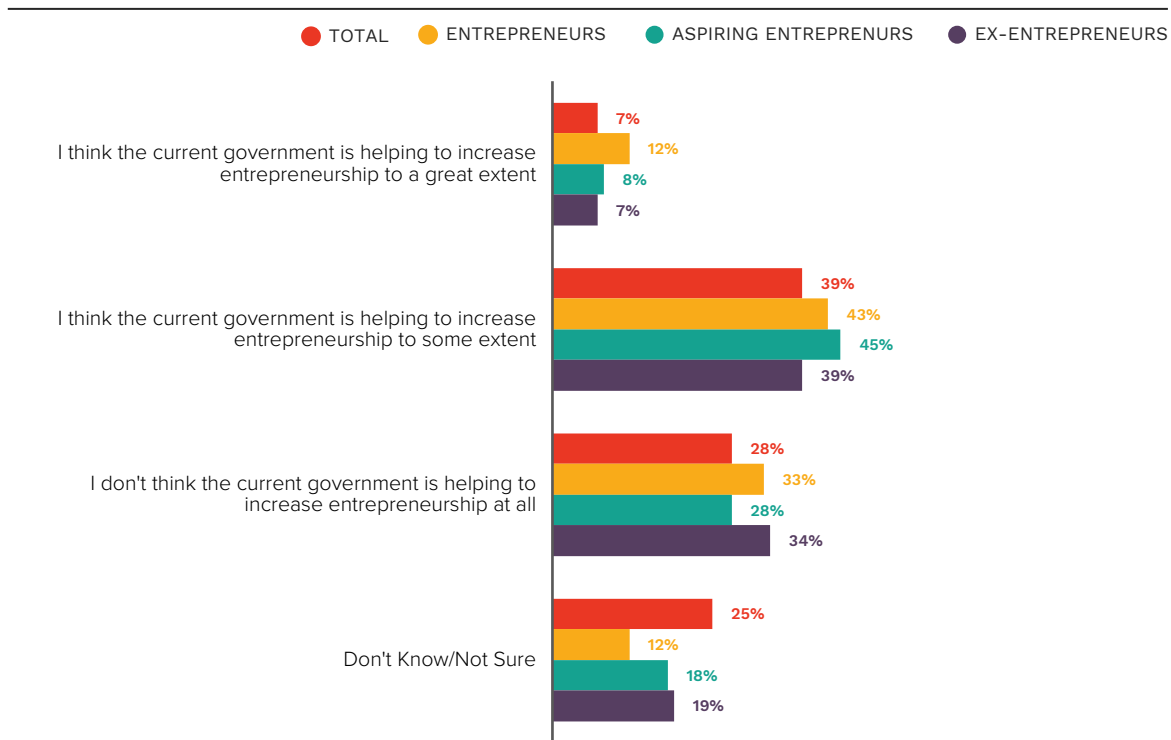
## All respondents

Participants were asked to what extent they believed the current Canadian government was actively helping to increase entrepreneurship in Canada.

Overall, the majority of participants felt the current government was helping to “some extent” (39%) with very few saying they felt the government was helping to a great extent. However, 1 in 3 did feel that the current government is not “helping to increase entrepreneurship at all.”

Notably, 25% said they were unsure, indicating there is a lack of awareness about government policies.

Perhaps unsurprisingly, those who already run their own businesses were more likely to say they felt “the current government is helping to increase entrepreneurship to a great extent” or “to some extent” (55% compared to 46% of the total sample).





# What is the Government Doing Right?

The participants were asked what they thought the government is doing to help increase entrepreneurship.

Many said that they were unsure or struggled to name a specific policy. This indicates that more could be done to highlight what efforts the government is making in this area.

Of those who did talk about specific government help, by far the most frequently mentioned policies were financial (e.g. providing grants, loans and tax breaks).

Many of those who gave non-financial policy answers mentioned education and training.

“ I am not sure what they are doing exactly to help , but I presume there must be small loans available to people starting small businesses.”  
**65+, Female**

“ I understand there has been some increases in monies earmarked in the budget, but am unsure of how its being distributed/implemented and what those effects are.”  
**25-34, Female**

“ Lowering taxes for small businesses. or at least that's what all levels promise every election”  
**25-34, Male**

“ They offer many loans and grants to entrepreneurs as well as help sessions and programs to develop better young entrepreneurs”  
**16-24, Female**

“ Programs to assist those who want to start, programs to assist with developing a business, mentorship programs, training seminars, a host of potential learning opportunities, information that addresses the entirety of a business.”  
**44-45, Male**

“ Providing grants, funding small business incubators (especially in technology), recently convinced private sector financial institutions to pool their resources and create a good sized venture capital fund. (Clearly the government twisted some arms to make it happen, otherwise they would have done it a decade ago!)”  
**35-44, Male**





# What is the Government Doing Wrong?

Participants were asked to state in which way(s) they felt the government was failing in relation to entrepreneurship.

The most frequently mentioned issues were around the fact that the government is not providing enough financial support or tax breaks for new businesses. It was also pointed out that the process of applying for grants was too rigid or complicated.

The next most frequently mentioned issue was that the government should not be helping failing larger companies (e.g. Bombardier) but instead should allow them to fail and to use the money saved to help new companies.

There was also a group of people saying that the government is not doing enough to promote existing efforts to help entrepreneurs.

“ As an aboriginal person, it was extremely exasperating not being able to get a loan from the regular banks.”

**55-64, Male**

“ Education is geared towards producing mindless workers instead of ambitious dreamers.”

**35-44, Male**

“ Government grants and programs have a history of being too rigid. The rules are complicated, the process of application restrictive, and the bulk of financial support revolves around maintaining the programs rather than helping people use them effectively.”

**35-44, Female**

“ There is no assistance for new businesses. The costs of running a new business are the same as those of running an established one”

**55-64, Female**

“ For one, they're not allowing the market to operate naturally. The Bombardier bail out is a prime example of this. Subsidising established players increases the barriers to entry for smaller players. This includes import taxes that increase costs for new companies and foster laziness in the companies that the taxes are designed to protect. In the telecom world, they are not doing enough to foster healthy competition, allowing the big three to maintain massive oligopoly that hurts customers and prevents others from entering the market.”

**25-34, Male**



# What More Could the Government Do?

Participants were asked what more the Government could do to increase entrepreneurship.

Again the most frequently mentioned ideas concerned financial policies (e.g. tax breaks or grants). It was suggested that the government could try implementing a system akin to the student loan system that would allow anyone to get a loan to start a business.

There was a relatively large proportion of people saying that the government should do more in regards to education - mainly for young people, however retraining for older people was also mentioned.

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“ Set up a job system, similar to the student loans system, where any Canadian entrepreneur can get access to funding to help setup a business and not have to start repayments for a set period of time, like 1 year or 2 years after the business is up and running. Or just make the interest payments for the first year or two, to give the business time to start generating profit.”

**35-44, Male**

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“ Encourage more young people to take business/financial classes regardless of what they want to do”

**25-34, Female**

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“ Make education curriculum more conducive to thoughtful risk taking/weighing, highlight Canadian entrepreneurs and unconventional thinkers, and support self-organized hubs of entrepreneurship”

**25-34, Male**

---

“ I'm not sure what they're doing for non-students or individuals who aren't 'young', but maybe provide small funding of some sort (like a grant or low interest loan).”

**25-34, Male**

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“ Trust the youth a little more with money. Give them the start up grants so they know you believe in them.”

**16-24, Female**



## SECTION 6

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# Social Entrepreneurship

This section explores participants' awareness of social entrepreneurship, how beneficial they feel it is to Canadian society and how well supported they feel social enterprise is by the government.



# Awareness of the Term “Social Entrepreneurship”

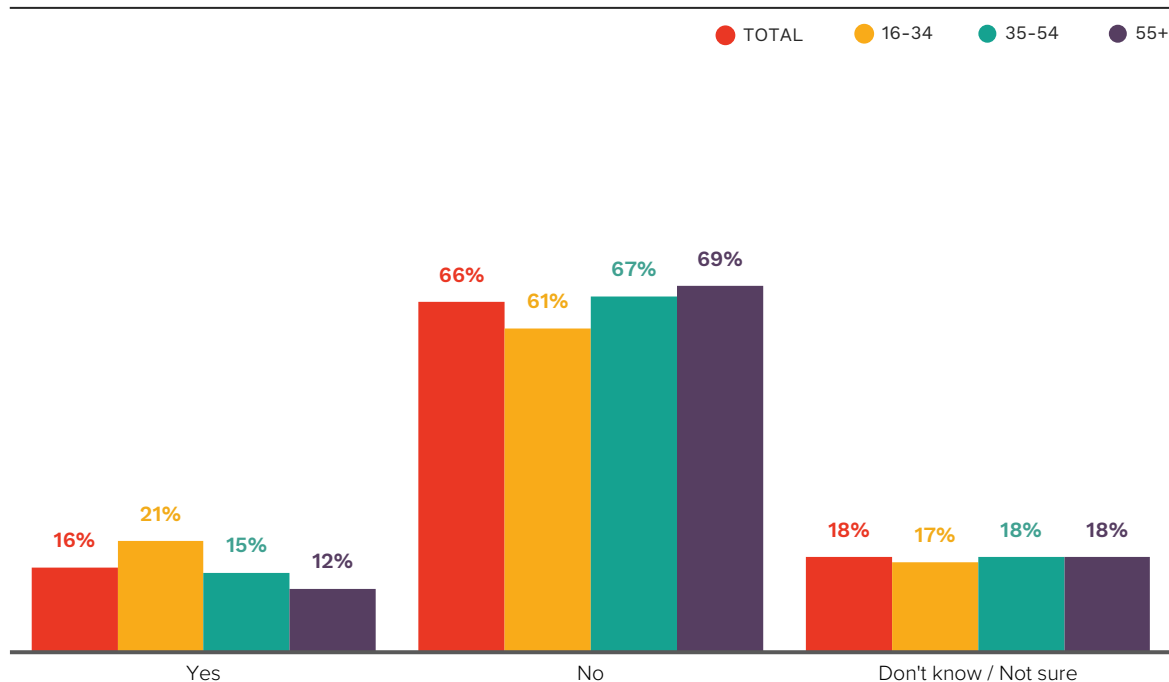


## All respondents by age

In order to grasp general knowledge about and awareness of “Social Entrepreneurship,” participants were asked whether or not they were aware of the term.

The majority (84%) of participants were either unaware or unsure if they were aware; just 16% said they were aware of the term.

Interestingly, there seemed to be a generational gap in terms of awareness of the term “Social Entrepreneurship.” The Millennial generation were notably more likely than those over the age of 55 to say that they were aware of the term (21% vs. 12%), indicating that awareness of Social Entrepreneurship is increasing.





# Perceived Differences

The participants who said they understood the difference between an “entrepreneur” and a “social entrepreneur” were asked to explain the difference.

Well over half of these people gave broadly similar answers. They talked about how social entrepreneurs help to improve society and the environment, while regular entrepreneurs are more concerned with making a profit.

Around 1 in 10 talked about the term “social entrepreneur” in relation to online/tech/ social media companies – showing that there is work to be done in terms of raising public understanding of the term.

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“ Social entrepreneur develop, fund and implement solutions to social, cultural or environmental issues while an entrepreneur is set up basically for profit.”  
**34-44, Female**

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“ Social entrepreneur is a social media based entrepreneur. An individual selling products/ creating their own brand through Instagram, blogging etc.”  
**16-24, Female**

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“ Social entrepreneurs are not in it to make money or build up a new business. They want to help others in their community and build relationships.”  
**25-34, Female**

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“ They are more involved in increasing social awareness and helping others over simply generating profit”  
**35-44, Male**

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“ Social entrepreneurs create markets/ products based on social values, or on the desire to see something change. Regular entrepreneurs find niches and make products for revenue.”  
**16-24, Male**

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“ While all entrepreneurs create solutions to problems or goods to fill a need, social entrepreneurs are focused on benefiting society (i.e.. improving the environment, alleviating poverty) instead of personal ambition or enrichment.”  
**35-44, Male**



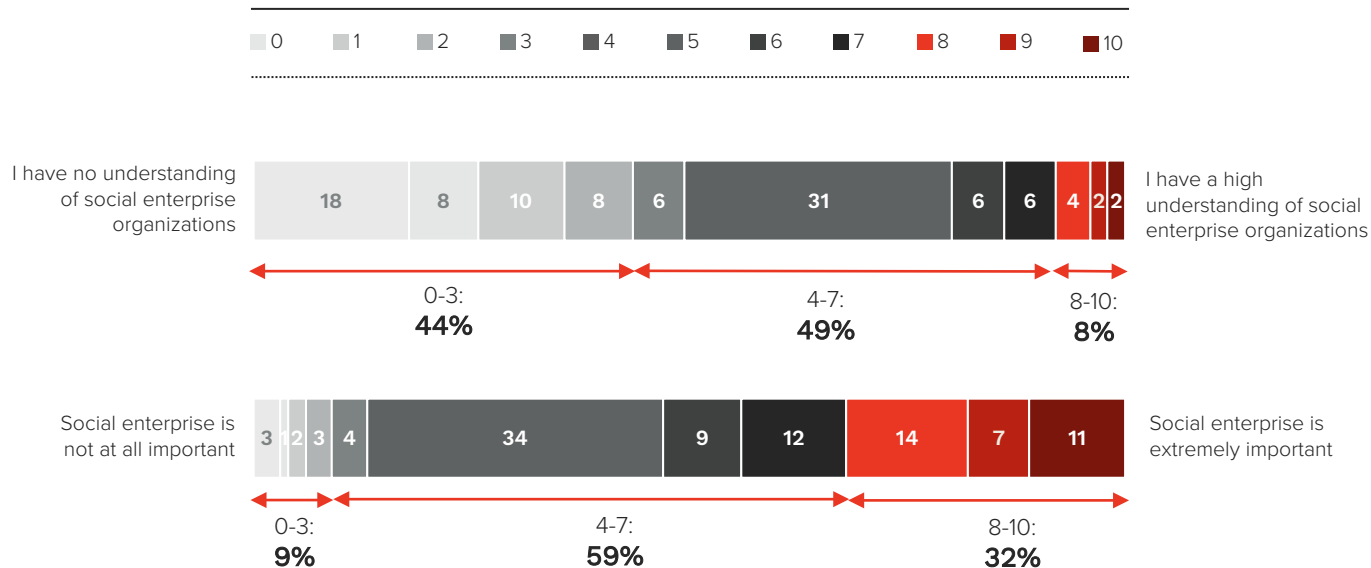
# Understanding of the Role of Social Enterprise

## Total Sample

Participants were first asked to state the extent to which they felt they understood the role that social enterprise organizations play. It was then explained to the participants that, “A ‘social enterprise’ is an organization that may sell goods and services in the market for the purposes of creating a blended return on investment (beyond only profit, but this may include social or environmental value).” They were then asked if they felt social enterprise was important for Canada.

Just 8% said they had a “high understanding of social enterprise organizations.” Of the remainder, half (49%) were unsure and 44% felt they had no or very little understanding of social entrepreneurship.

Once the term had been explained to them, participants were, however, more likely to feel that social enterprise was important to Canada. While 59% was undecided, of the remainder, 3 in 10 (32%) felt social enterprise was extremely important and just 9% felt it was not important.



# Canadians as Social Entrepreneurs



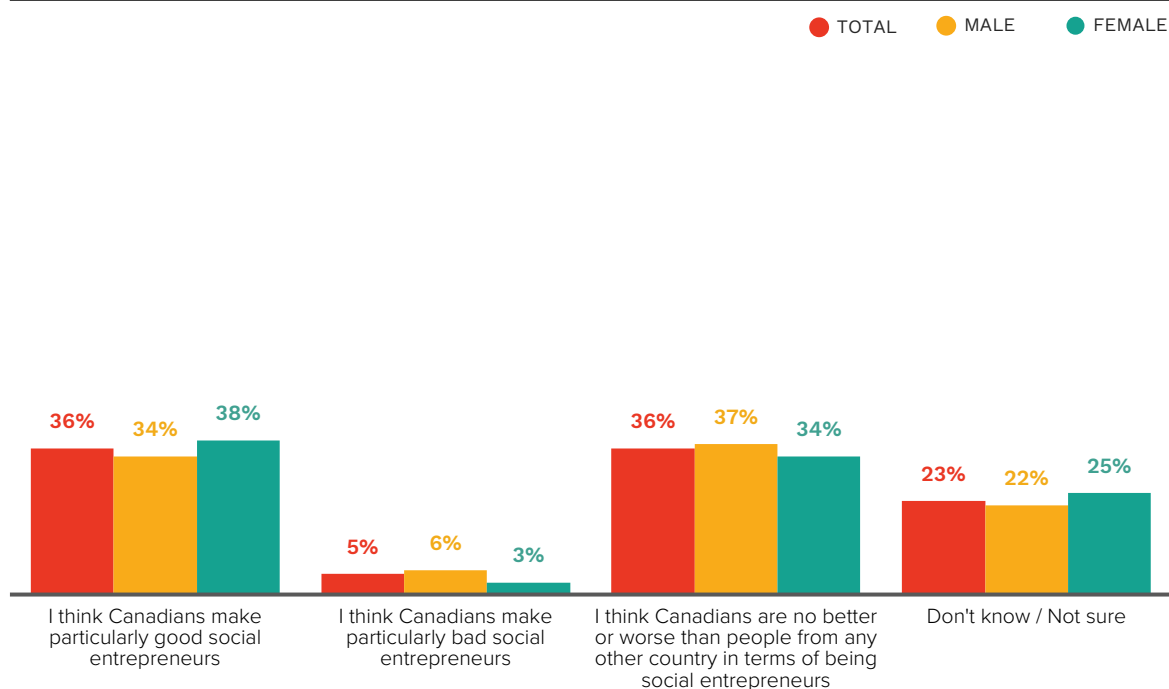
## All respondents by gender

After having been given an explanation of the term, participants were asked to what extent they felt Canadians made good social entrepreneurs .

Participants were evenly split between those who felt “Canadians make particularly good social entrepreneurs” and those who felt “Canadians are no better or worse than people from any other country in terms of being social entrepreneurs,” with 36% selecting each option.

Of the remainder, encouragingly, just 5% felt that “Canadians make particularly bad social entrepreneurs,” while 23% were unsure.

There were no notable gender differences here.



# Canadians Make Particularly Good Social Entrepreneurs



Those who thought that Canadians make particularly good social entrepreneurs were asked why they thought that was the case.

The key themes that emerged here were that Canadians generally think of themselves as being kind, caring and willing to help other people. These qualities, it was argued, make Canadians well suited to being successful social entrepreneurs.

Other, less prevalent themes, were that Canadians are more creative/innovative, with some stating that Canadians generally have a good quality of life and are, therefore, in a better position to take a risk and start a social enterprise.

“ Because Canadians are kind, considerate and innovative. They are capable of thinking outside the box and find solutions”

**45-54, Male**

“ Because we are nicer and less greedy than other parts of the world.”

**16-24, Male**

“ Canadians are caring people and I'd like to think most would use their money and influence to try and better situations like hunger and poverty in Canada and/or abroad.”

**35-44, Female**

“ I think we have a basic inclination towards helping others and making Canada a great place to live.”

**35-44**

“ I consider most Canadians to have a good quality of life and such are able to spread this into others' lives because they have their needs and more taken care of.”

**16-24, Male**

“ I think Canadians are very conscientious and are humanist in nature. I think we all want something which will be a positive influence on our society and way of living, so I think it's a good fit.”

**25-34, Female**

“ Good sense of community where you should care for all people.”

**16-24, Female**



# Canadians Make Particularly Bad Social Entrepreneurs



Those who stated that they think Canadians make particularly bad social entrepreneurs, were asked why they thought that was the case.

It was suggested by some that Canadians lack confidence and are too 'soft' for the world of business.

It was also pointed out that most Canadians were not familiar with social entrepreneurship, again highlighting the problem around awareness.

“ Canadians tend to stay quiet and passive”  
**35-44, Female**

“ Care too much about everyone's feelings to make significant changes”  
**35-44, Male**

“ Because there aren't too many troubles in society to fix.”  
**35-44, Male**

“ Because there is no creativity everyone is always on their phone looking at Facebook”  
**16-24, Male**

“ Because they are not confident”  
**25-34, Male**

“ Because most of them do not know what it is”  
**25-34, Female**

“ I haven't heard of such initiatives”  
**45-54, Male**

“ Too soft, argues over pointless stuff that doesn't solve anything, wasting their time on issues that will never matter to a majority of people on this planet.”  
**25-34, Male**

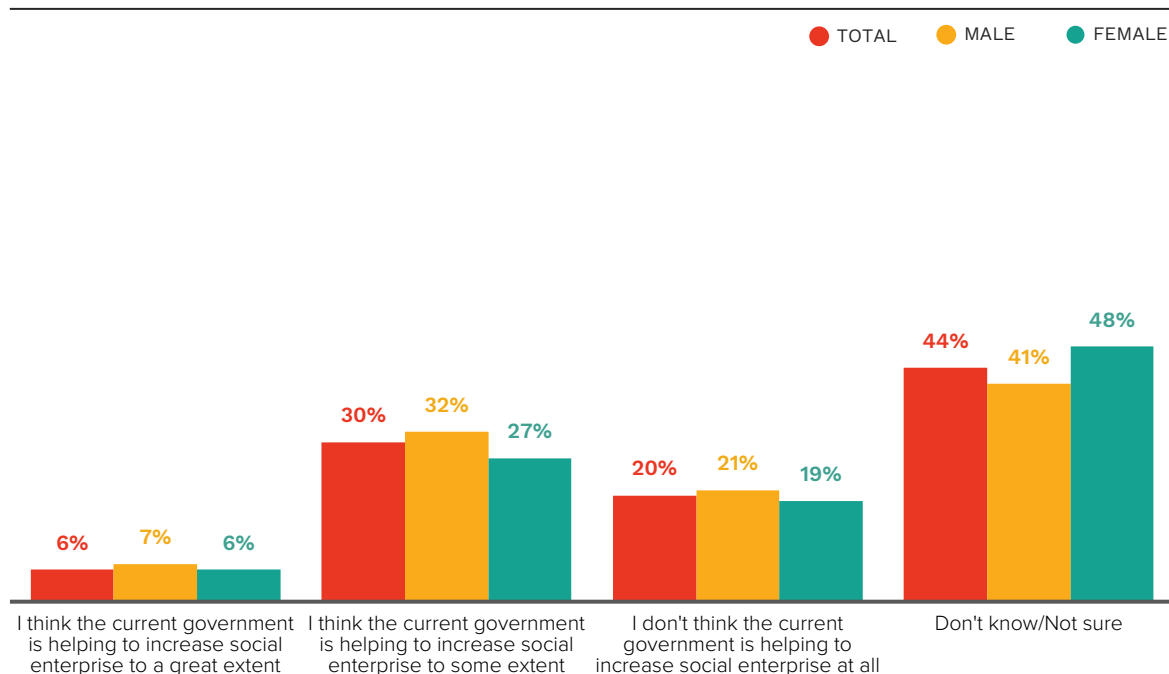
# Is the Government Doing Enough?



## All respondents by gender

Participants were asked if they felt the government was actively helping to increase social enterprise in Canada. More than 4 in 10 (44%) were unsure if the government was doing enough to increase social enterprise, indicating there is a lack of awareness around government policies on the area. Women were slightly more likely than men to say they were unsure (48% vs. 41%).

Of the remainder, the majority (36%) felt that the “current government is helping to increase social enterprise” to a “great extent” or to “some extent.” Just 2 in 10 said “I don’t think the current government is helping to increase social enterprise at all.”



# What is the Government Doing Well?



All who felt the government was doing enough to increase social entrepreneurship

Funding was the key area mentioned in which the government was considered to be supporting enterprise – by taxing large corporations in order to give tax breaks to social enterprises, support is given to those who need it most or to those doing work for greater social good. Early funding is seen as key to success, and looked on most favorably in relation to environmental or human rights causes.

Education was also frequently mentioned both for new talent and existing businesses. Campaigns creating awareness on social enterprises and support/advice on how to set up and run a business, was seen as vital.

Immigration was also seen as important – bringing in intelligence and new ideas from overseas in order to stay current.

Many participants did not know how the government was helping, suggesting perhaps that increased promotion of campaigns/assistance was necessary.

“ At least starting this year uni education is free so students are able to pursue their goals without fear of having loans when they graduate those who qualify”  
**25-34, Female**

“ It offers many grants and funding opportunities for projects, subsidies, etc.”  
**55-64, Female**

“ Making funds more available and making sure that people are going to be able to supply there own business”  
**35-44, Female**

“ Raising awareness of certain issues to help bring attention and funding to the organizations relevant to them.”  
**16-24, Male**

“ The government is trying to solve environmental issues - from renewable energy, pollution, etc. So any business that would potentially help with this will be favoured by the government and be likely more backed up by sponsorships or even just acknowledge”  
**45-54, Female**



# What is the Government Doing Wrong?

All who did not feel the government was doing enough to increase social entrepreneurship

Again, problems here centred around money and lack of public awareness. Many were unaware of what the government *is* actually doing, that they had no idea in which way it was wrong or right, suggesting much greater advertising and accessibility are needed.

Funding, and either lack of it or funding in the wrong places, was frequently mentioned. It was suggested that business was only taken seriously if profits could be taxed, suggesting perhaps that more focus on greater social good and less on greediness was needed. Overtaxing small businesses and too much red tape is seen as a big issue.

Guidance was also seen to be lacking – relevant education not reaching the places in which it is needed is perceived to be a major barrier in encouraging social enterprise: without support and information, social enterprises cannot thrive.

“ Beyond feel good policy statements, I see no results. We need a focus on real outcomes, not just platitudes.  
**65+, Male**

“ I don't hear anything about it. Because of that, I think the government has failed.”  
**25-34, Female**

“ Not aware of any government program to encourage or help a social enterprise.”  
**35-44, Female**

“ Looks to me they are not doing anything, if they are they are only helping friends and keeping quiet...need more visibility”  
**55-64, Male**

“ For the same reasons as how they are failing all entrepreneurs. I don't care if the goal is pure profit or some other type of return.... it can't run while what money these people can make is all taken away and given to refugees.”  
**25-34, Male**

“ If social enterprise is focused on helping people rather than generating profit, not for profit organizations have too many restrictions on them. Funds take too long to reach the people who need them and qualifying is too difficult  
**35-44, Female**

# What More Could the Government Do?



## All respondents

It was agreed that more support was needed for entrepreneurs, particularly, but not limited to, those supporting worthy causes. Main areas that had previously emerged were again mentioned here – more funding, more education/support programs and more awareness. Generally, making social enterprise an easier option with more support, less red tape, and more lenient taxation are the improvements that the government could be focussing on.

Promoting entrepreneurship to Canada's youth was also considered to be advantageous in ensuring growth for the future of Canada.

It was suggested that encouraging involvement in social enterprise is more likely to make it a viable and advantageous option. Free training could be a way of raising awareness and doing this.

“ Advertising - just put information about social enterprise out there. The more you know about it, the more people might get involved.”  
**45-54, Female**

“ Education is the way to show how important it is to help others, in day by day projects or important overseas projects to help other Governments in producing their own wealth. water, food etc.”  
**65+, Female**

“ Create initiatives that would invest dollar for dollar in such enterprises over a defined start-up period”  
**35-44, Male**

“ Beyond feel good policy statements, I see no results. We need a focus on real outcomes, not just platitudes.”  
**65+, Male**

“ Raise awareness of these enterprises, who have demonstrated that they do as they say, so that people would have incentive to use them.”  
**45-54, Female**

“ Public service announcements advocating social enterprise, make the ideas of social enterprise known to children from a young age perhaps integrate it into the school system.”  
**16-24, Male**



## SECTION 7

# Women and Entrepreneurship

We found women to stand out most from the wider sample in relation to the following areas within the survey.

# Women an Entrepreneurship



## Desire:

Women displayed a similar level of interest in entrepreneurship as men. Only marginally more did not display aspirations of running their own business/organization.

Furthermore, looking specifically at the entrepreneur segments, while each had more men, there was nonetheless a good representation of women. Among both Current Entrepreneurs and Ex-entrepreneurs, approximately 6 in 10 were men and 4 in 10 women.

## Approach:

On certain metrics related to their approach to being an entrepreneur, women displayed slightly more uncertainty than men. In particular, a higher proportion were undecided when asked if they wanted a 'lifestyle' business/organization or to pursue exponential growth: 58% placed themselves in the middle of these two statements compared to 51% of men. Furthermore, just 16% said "I would want my business/organization to grow as big as possible" compared to 22% of men.

Positively, there were no notable gender differences in relation to the approach to risk-taking, innovation and dealing with competition in the market.

## Barriers:

When documenting their journey to becoming an entrepreneur, those currently running their own venture discussed the barriers they faced. Encouragingly none appeared to be hugely crippling: no more than 3 in 10 selected any one factor. Women were however more likely than men to identify certain barriers. Specifically, these included "Fear of failure," lacking access to the right guidance/help, worrying what others would say, compromising other commitments/responsibilities, and concern about competition. Furthermore, among ex-entrepreneurs, females were considerably more likely than men to have stopped "for personal reasons" (29% vs. 13%).

# Women an Entrepreneurship



## Motivations:

Current Entrepreneurs identified a range of reasons that led them to start their own business/organization. The most commonly selected (by some way) related to having the right skills/passion and independence. Interestingly, considerably more women than men were swayed by having the right skills/a passion (77% vs. 68%). Most notably, “an opportunity to really pursue my own interests/passion” emerged as a key motivator for 51% of women, compared to just 38% of men. In terms of independence, there were also some stand-out factors. Considerably more women than men liked “the idea of being my own boss” (59% vs. 48%). This was also higher among women when it came to “providing a better work-life balance than other employment” (42% vs. 31%).

## Confidence:

Despite the higher proportion of barriers identified by women, their responses to questions around confidence were encouraging. Females who were currently running their own business/organization displayed considerable confidence in their ability to succeed as an entrepreneur. While overall 7 in 10 said “If they [other entrepreneurs] can succeed so can I,” notably more women than men reported feeling this way “a great deal” when starting their venture (33% vs. 26%). Furthermore, when asked specifically about their chances relative to other Canadians, women were also relatively confident. Although slight more men (56%) felt they had the same opportunity as fellow Canadians, a high proportion of women also said this (45%).

It is however important to note that awareness of female entrepreneurs was low, suggesting a potential lack of role models. None were identified within the (Top 5) list of most famous or most inspiring entrepreneurs.





# CANADIAN ENTREPRENEURSHIP INITIATIVE

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