									ТАВ	LE 3:										
							I	May I h	ave your	age?	Are y	'ou:								
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bu	siness	Operati	ion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
15 to 19	11	13	9	9	14	11	12	12	9	100	0	0	60	10	9	2	3	21	27	33
20 to 24	25	25	27	26	19	25	27	25	26	0	100	0	13	31	32	22	24	36	22	31
25 to 29	64	62	64	65	67	64	62	63	64	0	0	100	27	59	59	76	73	43	51	36
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE	5:
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Do you presently operate or have you in the past owned a business or had ownership in a business?

						1							1							
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bu	isiness	Operati	on
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes, now	78	72	84	76	82	78	76	79	76	55	69	85	66	75	72	83	92	16	88	13
Yes, in the past	15	21	4	19	11	16	4	13	18	35	18	10	28	13	18	11	1	78	1	78
Yes, both in past and now	8	7	11	4	7	6	20	9	6	10	13	5	6	12	9	6	7	6	11	9
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

										ABLE						•				
					e lar					one do		use m		en in you	ir everyday life	97				
T	Overall		Prov NB	NF	PE	Lang English			ender Female	15- 19	Age 20- 24	25- 29	L.T. H.S.	Grad H.S.	Education Some Coll./Univ.	Grad Coll./Univ.	F-T Now	siness F-T Past	Operati P-T Now	P-T Past
English	87	98	58	100	98	100	0	91	80	86	86	87	95	78	91	86	84	93	94	91
French	10	2	33	0	2	0	79	7	17	9	12	10	5	18	6	11	13	7	6	2
English and French Equally	3	0	9	0	0	0	21	2	4	5	2	3	0	4	3	3	4	0	0	6
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

									TA	BLE	8:									
						Ir	n which l	angua	ge would	you p	orefer	to be	intervie	ewed?						
	Overall         Province         Language         Gender         Age         Education         Business Operation           Ns         NB         NF         PE         English         French         Male         Female         15-         20-         25-         L.T.         Grad         Grad         F-T         F-T         P-T         P-T																			
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
English	96	100	86	100	100	100	70	99	90	95	91	98	98	93	98	96	96	95	94	100
French	4	0	14	0	0	0	30	1	10	5	9	2	2	7	2	4	4	5	6	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

										ABLE Gende										
	Overall     Province     Language     Gender     Age     Education     Business Operation       Ne     Ne     Ne     Ne     Family     Family     15-     20-     25-     L.T.     Grad     Some     Grad     F-T     F-T     P-T     P-T																			
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Male	64	65	60	64	68	66	45	100	0	69	62	63	75	78	61	56	64	61	63	65
Female	36	35	40	36	32	34	55	0	100	31	38	37	25	22	39	44	36	39	37	35
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 11:
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What type of business [do/did] you own? That is, what is the primary line of work your business [does/did]?

			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bu	siness	Operati	on
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Non-professional Services	36	40	38	28	34	35	41	35	38	51	44	31	48	42	33	33	36	45	34	36
Retail	27	21	29	36	28	27	26	23	33	22	24	29	19	28	33	26	31	32	13	17
Professional Services	22	21	22	25	21	22	24	25	17	12	20	24	13	20	20	25	22	14	26	29
Manufacturers	5	7	4	5	2	6	4	6	4	3	3	7	3	5	8	5	5	4	6	5
Resource	4	6	2	3	9	5	0	6	1	4	5	4	16	2	2	4	4	2	6	7
Construction	4	6	3	2	2	4	2	5	1	5	1	5	5	2	3	4	2	2	7	6
Health Care	3	4	3	5	0	4	3	2	6	0	4	4	0	0	2	5	4	6	4	0
Other	4	3	6	3	7	4	6	4	4	6	3	4	0	6	13	1	4	4	6	2
Refused	0	0	0	1	0	0	0	0	0	0	1	0	1	0	1	0	0	0	0	2
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

									TA	BLE	12:									
	Now or	at ar	ıy poi	int in	the	past did y	ou opera	ate you	ır busine:	ss on	a full-	time I	oasis, o	r has it l	been strictly o	n a part-time l	basis?			
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bu	isiness	Operat	ion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Full-time basis now	65	54	83	64	52	62	79	65	64	16	61	74	29	66	65	72	100	0	0	0
Full-time basis in the past	10	12	7	12	3	11	5	9	11	19	14	7	16	10	13	7	0	100	0	0
Part-time basis now	15	22	5	13	24	16	7	15	15	38	13	12	33	17	11	12	0	0	100	0
Part-time basis in the past	7	8	2	7	16	7	5	7	7	21	8	4	18	7	6	5	0	0	0	100
Other	0	0	0	2	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	0
Seasonal (Full time & part time)	3	4	3	1	5	3	4	4	2	6	3	3	4	1	5	3	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

									TAB	LE 13	:									
							How old	l were	you start	ing yo	our [fir	st] bus	sinessî	?						
			Prov	vince		Lang	uage	Ge	ender		Age				Education		Bu	siness	Operat	ion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
9 to 15	8	10	6	5	13	9	4	9	6	40	9	2	34	11	6	2	4	7	20	20
16 to 17	8	9	7	8	10	9	4	9	7	36	14	1	30	6	9	5	4	19	9	26
18 to 21	20	19	18	22	19	19	25	23	14	17	49	8	10	31	26	13	19	28	15	26
22 to 24	26	26	28	26	26	25	34	24	31	0	27	31	9	22	23	34	29	18	26	20
25 to 29	37	35	39	40	32	38	30	35	41	0	0	58	18	30	36	45	43	27	30	7
Refused	1	1	2	0	0	0	4	1	1	7	1	0	0	0	0	2	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72
MEAN	23.0	22.7	23.9	22.7	21.5	22.6	25.4	22.4	23.9	21.2	19.9	24.5	18.0	21.5	22.1	24.8	24.3	20.9	20.9	18.8
MEDIAN	23.0	23.0	23.0	24.0	23.0	23.0	23.0	23.0	24.0	16.0	20.0	25.0	16.0	22.0	22.0	24.0	24.0	20.0	22.0	18.0
MODE	25.0	24.0	23.0	25.0	25.0	25.0	23.0	25.0	25.0	16.0	22.0	25.0	16.0	25.0	22.0	24.0	25.0	16.0	24.0	17.0

								TABLE	14:											
			Wha	t was	your	single mos	t importan	reason	for starting	j or o\	wning y	your ov	vn busin	ess?						
			Prov	ince		Lang	juage	G	ender		Age			Edu	cation		В	usiness	Operati	on
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./U niv.	Grad Coll./U niv.	F-T Now	F-T Past	P-T Now	P-T Past
Being my own boss/independence	52	52	52	52	58	51	64	55	47	23	49	59	27	59	49	58	57	53	45	31
It is an income/a job	20	21	20	21	16	22	13	21	20	24	20	20	26	12	22	23	18	28	26	26
Higher earnings potential/Make lots of money	18	20	14	19	23	19	12	21	13	28	20	16	27	16	20	17	16	21	27	23
Personal accomplishment	17	19	19	13	17	17	21	16	19	14	19	17	9	17	16	20	19	9	14	12
Fulfil a goal/interested in that area	15	14	14	18	19	16	10	15	15	13	16	15	15	13	14	15	15	15	14	7
Creating jobs	10	12	7	12	10	11	9	10	10	4	12	11	13	6	17	9	10	14	11	10
The experience/Just owning your own business	8	12	5	8	0	8	8	7	10	29	6	5	17	7	7	7	5	10	10	15
Fun	8	6	12	5	3	8	4	8	8	14	8	6	11	8	9	6	7	6	8	14
Opportunity arose	6	5	4	9	8	6	2	6	6	2	6	6	1	7	4	7	6	3	3	6
Providing a product or service	5	5	6	4	5	5	4	5	6	7	4	5	9	0	9	4	5	5	6	5
Contributing to my community	4	3	3	6	7	4	4	4	4	6	6	3	9	1	6	4	5	3	1	8
Better than being unemployed	4	3	5	6	0	3	11	4	4	1	4	5	0	2	3	6	5	2	3	0
Change in lifestyle	3	3	5	1	5	3	4	4	3	2	3	3	1	3	1	4	4	0	2	4
Didn't want to move elsewhere	3	1	4	6	2	3	5	2	4	0	3	4	0	1	3	5	4	0	1	0
Family tradition	2	3	2	1	4	3	0	2	3	1	4	2	3	4	1	2	3	1	0	2
Security/Stability	2	2	0	2	4	2	0	1	2	1	1	2	0	5	1	1	2	2	1	0
Through school/Part of the program	1	1	0	0	2	1	0	0	1	2	1	0	2	0	2	0	0	0	0	5
Meeting people/Dealing with the public	0	0	0	1	2	1	0	0	1	1	1	0	1	1	0	0	0	3	0	0
Ability to use own ideas	0	1	0	0	0	1	0	1	0	0	0	1	0	0	1	0	1	0	0	0
Would look good on resumes	0	1	0	0	0	0	0	1	0	3	0	0	3	0	0	0	0	2	0	1
Tax benefits	0	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0
Able to pay the bills	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	5	6	7	4	2	5	7	4	8	6	4	6	1	8	3	6	5	5	8	1

								TABLE	14:											
			Wha	t was	your	single mos	t important	reason	for starting	g or o	wning	your ov	vn busin	ess?						
Nothing	1	1	0	2	0	1	0	1	0	0	1	1	4	0	1	0	1	0	1	0
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

									TABLE	15:										
						What is	the high	est lev	el of edu	catio	n you	have	comple	eted?						
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bu	siness	Operat	tion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Elementary school (Grades 1-8)	0       0															0	0			
Some high school	11	11       12       7       11       18       12       4       12       7       58       5       100       0       0       0       5       17       5															24	28		
Graduated high school/vocational	11       12       7       11       18       12       4       12       7       58       5       100       0       00       00       55       17															20	22	20		
Some community/technical college	5	4	6	4	0	5	2	4	6	1	5	5	0	0	23	0	5	5	3	4
Graduated community/technical College	22	15	26	30	25	22	21	19	28	6	24	24	0	0	0	48	26	15	20	11
Some university	15	21	12	8	11	16	11	15	15	14	20	13	0	0	77	0	14	21	12	14
Graduated university	20	22	18	15	24	19	22	19	21	1	12	26	0	0	0	43	20	17	17	20
Post-graduate training/degree	4	2	5	8	3	4	7	3	6	0	4	5	0	0	0	9	5	2	1	0
Trade school	1	3	0	1	0	2	0	2	0	0	0	2	0	0	0	0	1	2	1	3
Other	2	3	1	3	0	3	0	2	3	0	5	2	0	0	0	0	3	2	1	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bu	siness	Operat	ion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Pas
Yes, full-time	15       21       6       15       17       17       4       16       13       75       21       2       59       8       22       6       3       48       30         5       5       4       2       11       5       6       4       6       0       4       6       0       5       6       6       5       0       3															40				
Yes, part-time																11				
No	80       74       89       83       72       78       90       79       82       25       76       91       40       87       73       88       92       52       67															49				
Don't know/No answer	80 74 89 83 72 78 90 79 82 25 76 91 40 87 73 88 92 52 67															0				
WEIGHTED SAMPLE SIZE (#)	0       1       0															41				
UNWEIGHTED SAMPLE SIZE (#)	588	226	95	213	54	545	43	376	212	138	146	304	117	107	112	232	314	67	109	72
[ASK IF 'YES, FUL	L-TIME' C	r 'YI	ES, P/	ART-1	ſIME	' IN Q.16	DO NOT .	ASK C	).17a OR a	BLE 1 Q.17b ittend nior h	IF CC ?	DES	04-08 C	ODED II	N Q.15] Which	, if any, of the	followii	ng do ye	ou curr	ently
					Prov	/ince	Land	guage	G	ender			Age		Education		Busine	ss Oper	ation	-

			Prov	ince		Lang	uage	Ge	ender		Age		Educ	cation		Business	Operation	1
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	24	21	0	29	46	24	0	26	18	32	0	0	33	1	0	19	29	28
No	76	79	100	71	54	76	100	74	82	68	100	100	67	99	100	81	71	72
WEIGHTED SAMPLE SIZE (#)	52	27	8	10	8	52	0	37	16	39	10	4	37	15	7	14	17	12
UNWEIGHTED SAMPLE SIZE (#)	111	34	3	65	9	110	1	68	43	97	11	3	92	19	10	23	34	38

[ASK IF 'YES, FULL-TIME' OR	'YES, PA	ART-1	ГІМЕ	' IN (	2.16	DO NOT A	ASK Q.17	a OR ( a	BLE 17b: Q.17b IF ( ttend? h school		04-08	CODEE	) IN Q.15]	Which, if a	ny, of the	following	do you cu	irrently
	Province Language Gender Age Education Business Operation																	
	Overall NS NB NF PF English French Male Female 15- 20- 25- L.T. Grad F-T F-T P-T P-T															P-T Past		
Yes	70	60	79	96	64	70	100	71	68	94	33	0	100	22	36	59	91	87
No	30	40	21	4	36	30	0	29	32	6	67	100	0	78	64	41	9	13
WEIGHTED SAMPLE SIZE (#)	40	21	8	7	4	40	0	27	13	27	10	4	25	15	7	11	12	8
UNWEIGHTED SAMPLE SIZE (#)	78	26	3	44	5	77	1	46	32	64	11	3	60	18	10	17	20	28

[ASK IF 'YES, FULL-T	IME' OR '	YES,	PAF	RT-TI	ME'	IN Q.16 D			17a OR Q at	tend?	F COI			ED IN Q.15] Wr	lich, if any, of t	he follov	ving do	you cur	rently
	NS NB NF PF Fnglish French Male Female														on				
	Overall     NS     NB     NF     PE     English     French     Male     Female     15- 19     20- 24     25- 29     Grad H.S.     Some Coll./Univ.     Grad Coll./Univ.     F-T Now     F-T Past     P-T Now															P-T Past			
Yes	49	57	32	44	35	48	57	59	32	64	76	16	39	75	27	24	85	44	45
No	50	42	68	56	65	51	43	40	68	29	24	84	61	22	73	76	15	56	47
Don't know/No answer	1	2	0	0	0	1	0	2	0	7	0	0	0	2	0	0	0	0	7
WEIGHTED SAMPLE SIZE (#)	76	45	13	11	6	68	7	48	28	11	33	32	12	32	32	28	19	13	10
UNWEIGHTED SAMPLE SIZE (#)	85	46	7	24	8	81	4	56	29	24	35	26	14	43	27	25	20	18	14

[ASK IF 'YES, FULL-T	IME' OR '	YES	, PAF	RT-TI	ME'	IN Q.16 D	O NOT A		17a OR Q	tend?	F COI			ED IN Q.15] Wh	iich, if any, of t	he follov	wing do	you cur	rently
	Overall     Province     Language     Gender     Age     Education     Business Operation       NS     NB     NF     PF     English     French     Male     Female     15-     20-     25-     Grad     Some     Grad     F-T     F-T     P-T     P-T														on				
	Overall     NS     NB     NF     PE     English     French     Male     Female     15- 19     20- 24     25- 29     Grad H.S.     Grad Coll./Univ.     Grad Coll./Univ.     F-T Now     F-T Past     P-T Now     P-T Past														P-T Past				
Yes	40	35	64	12	38	38	54	47	31	22	46	40	0	23	58	42	0	61	41
No	58	61	36	88	62	60	46	49	69	59	54	60	100	70	42	58	100	39	45
Don't know/No answer	2	4	0	0	0	2	0	3	0	19	0	0	0	7	0	0	0	0	13
WEIGHTED SAMPLE SIZE (#)	41	19	11	6	4	36	6	22	19	4	11	27	7	10	23	21	6	8	5
UNWEIGHTED SAMPLE SIZE (#)	38	18	6	9	5	35	3	20	18	7	9	22	8	10	19	17	4	8	7

[ASK IF 'YES, FULL-T	IME' OR '	YES	PAR	t-TI	ME' I	N Q.16 D	O NOT A	SK Q.1	17a OR Q	end?	FCOD	ES 04	-08 COD	ED IN Q.15] Wh	ich, if any, of t	he follov	ving do	you cur	rently
	Overall     Province     Language     Gender     Age     Education     Business Operation       NS     NB     NE     PE     English     Franch     Male     Egnale     15-     20-     25-     Grad     Some     Grad     F-T     F-T     P-T     P-T														on				
	Overall		NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	35	34	0	52	63	39	0	28	42	24	27	40	45	16	44	31	35	44	30
No	62	60	100	48	37	57	100	66	58	52	73	60	55	75	56	69	65	56	47
Don't know/No answer	3	6	0	0	0	3	0	6	0	24	0	0	0	9	0	0	0	0	23
WEIGHTED SAMPLE SIZE (#)	25	13	4	6	3	22	3	12	13	3	6	16	7	8	10	12	6	3	3
UNWEIGHTED SAMPLE SIZE (#)	24	12	2	7	3	23	1	11	13	5	5	14	8	7	9	11	4	3	5

[ASK IF 'YES, FULL-T	ime' or '	YES	, PAF	RT-TI	ME' I	N Q.16 DC	D NOT AS	SK Q.1	7a OR Q. atte	end?	COD	ES 04	-08 CODI	ED IN Q.15] Wh	ich, if any, of tl	ne follov	ving do	you curi	rently
	Private college         Overall       Province       Language       Gender       Age       Education       Business Operation         NS       NB       NF       PE       English       French       Male       Female       15- 19       20- 24       29- 29       H S       Coll /Univ       Coll /Univ       Now       Past       Now       Past														on				
	Overall		NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	29	24	0	64	100	35	0	23	36	37	15	33	3	20	59	37	0	0	67
No	66	67	100	36	0	60	100	69	64	31	85	67	97	69	41	63	100	100	0
Don't know/No answer	4	9	0	0	0	5	0	8	0	31	0	0	0	11	0	0	0	0	33
WEIGHTED SAMPLE SIZE (#)	16	8	4	3	1	14	3	9	8	2	4	10	4	7	5	9	4	2	2
UNWEIGHTED SAMPLE SIZE (#)	15	8	2	4	1	14	1	7	8	4	3	8	4	6	5	7	2	2	4

[ASK IF 'YES, FULL-TII	ME' OR 'Y	ΈS, Ι	PAR	г-тім	E' IN Q.16	5 DO NO1	T ASK	Q.17a OR	ABLE R Q.17 atten Othe	b IF C d?	ODES	04-08 CO	DED IN Q.15] W	/hich, if any, of	the follo	wing do	you cur	rently
	Province     Language     Gender     Age     Education     Business Operation       Overall     NS     NB     NF     English     French     Male     Female     15-     20-     25-     Grad     Some     Grad     F-T     F-T     P-T     P-T       NS     NB     NF     English     French     Male     Female     15-     20-     25-     Grad     Some     Grad     F-T     F-T     P-T     P-T																	
	Overall	NS	NB	NF	English	French	Male	Female	15- 19	20- 24	25- 29	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	71	88	37	100	92	0	49	100	50	27	100	100	38	100	100	27	100	0
No	23	0	63	0	0	100	40	0	0	73	0	0	49	0	0	73	0	0
Don't know/No answer	6	12	0	0	8	0	11	0	50	0	0	0	13	0	0	0	0	100
WEIGHTED SAMPLE SIZE (#)	11	6	4	1	9	3	7	5	1	4	6	4	5	2	5	4	2	1
UNWEIGHTED SAMPLE SIZE (#)	9	6	2	1	8	1	5	4	2	2	5	3	4	2	4	2	2	1

									TAE	BLE 1	7h:									
						v	Vhich, if a	any, of	the follo	wing	do yo	u cur	rently a	attend?						
			Prov	vince		Lang	uage	Ge	ender		Age				Education		Bu	isiness	Operati	ion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Junior high	11																17	17		
High school	24																37	37		
Undergraduate university programme	24       20       31       31       22       26       2       26       22       53       9       0       67       21       0       0       8       23         32       41       22       24       17       30       56       37       23       15       69       16       0       31       77       27       22       57															20	23			
Graduate university programme	14	11	38	4	12	12	42	14	15	2	13	34	0	0	8	42	29	0	16	11
Community college	8	7	0	14	12	8	0	4	14	2	4	20	0	21	4	13	13	7	4	5
Private College	4	3	0	8	7	4	0	3	7	2	2	10	0	1	4	10	11	0	0	8
Other	7	9	8	5	0	7	0	4	12	2	3	20	0	25	7	7	18	3	6	0
WEIGHTED SAMPLE SIZE (#)	115	63	19	21	13	108	7	76	39	47	36	32	37	15	31	32	31	28	29	20
UNWEIGHTED SAMPLE SIZE (#)	181	70	9	87	15	176	5	114	67	116	39	26	92	19	42	27	31	38	50	49

			Prov	vince		Lang	uage	Ge	ender		Age			Educatio	n	Bu	siness	Operat	ion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Other	43	36	53	46	33	41	59	46	38	32	39	45	34	32	48	43	27	46	50
Bachelor of Business Administration/BBA/Commerce	18	16	17	20	21	18	17	22	12	11	20	17	29	15	18	17	19	10	15
Bachelor of Science (B.Sc.)	11	15	9	4	12	11	9	12	9	13	10	11	0	6	13	10	7	17	11
Bachelor of Arts (BA)	10	13	8	8	8	11	3	10	10	34	9	9	14	11	10	7	24	9	22
None	7	8	11	2	3	7	12	7	8	1	7	8	8	18	3	9	0	10	1
<b>Business Management/Information</b>	7	6	6	6	13	7	3	6	8	0	9	6	13	2	8	7	9	2	18
Computer Science/Computer related studies	5	3	1	14	0	5	0	7	1	7	7	3	1	3	5	6	2	2	5
Cosmetology/Hairdressing	3	3	4	4	0	3	3	0	7	0	6	2	0	4	3	4	5	0	0
Travel & Tourism/Hospitality	3	3	3	2	3	3	0	0	7	0	0	4	0	4	3	3	0	8	0
Massage Therapy Diploma/certificate	3	3	1	4	2	3	0	1	4	0	2	3	0	3	3	3	0	6	0
Bachelor of Engineering/Engineering	3	3	1	3	3	3	0	3	2	2	2	3	8	4	2	3	3	3	1
High School Diploma	2	2	3	1	0	1	6	1	4	0	0	3	0	4	1	2	3	0	0
Secretarial	2	2	3	2	0	2	3	1	4	0	0	3	0	2	2	2	0	2	0
Early Childhood Education Diploma/certificate	2	3	0	2	3	2	0	0	4	0	2	2	0	2	2	2	0	3	0
Automotive/Autobody repair	2	1	1	1	12	2	0	3	0	0	1	2	0	1	2	2	0	0	4
Public Relations	2	3	1	0	3	1	5	2	2	5	0	2	0	1	2	2	2	0	4
Degree/Diploma (non specific)	2	1	4	1	0	1	9	1	2	0	3	1	0	1	2	2	3	0	0
Security Services	2	1	1	2	6	1	3	2	1	0	1	2	0	1	2	2	0	0	0
Accounting/Bookkeeping	2	2	1	2	0	2	0	1	2	0	0	2	0	1	2	1	4	2	0
Finance/Banking	1	2	1	0	0	1	0	2	0	0	1	1	0	1	2	1	7	0	0

							T.	ABLE 1	8:										
[ASK IF CODE 04, 05, 06, 07 OR 08 II	N Q.15. A	ND/O	r if '	YES'	IN c	,d,e,f, or ç	g in Q17] college				diplo	mas, o	or degr	ees did you ea	arn or are yo	ou curre	ently st	udying	for in
achelor of Education/Education       1       2       0       2       0       1       0       1       1       2       1       1       0       0       2       0       3       0       5         ectronics/Service technician       1       1       0       3       0       1       0       2       0       1       1       0       1       1       0       3       0       5															5				
ectronics/Service technician         1         0         3         0         1         0         2         0         1         1         0         3         0															0				
المانية المانية المانية المانية	1	1	0	1	3	1	0	0	2	0	2	1	0	1	1	1	0	0	0
Don't know/undecided	0	1	0	0	0	0	0	0	1	0	0	0	11	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	395	169	114	81	31	349	46	228	167	13	105	277	12	115	267	271	39	47	21
UNWEIGHTED SAMPLE SIZE (#)	357	151	65	105	36	330	27	214	143	29	102	226	14	112	230	226	39	47	25

									TA	BLE	19:									
[DO NOT ASK IF 'Y	es' in Q.⁄	17a, C	or if	COD	E '01	' IN Q.15 ·	- ALL SU		SPONDE					our high	school, [did/d	lo] you take ai	ny cour	ses that	t discus	s(ed)
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bu	siness	Operati	ion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	26	18	27	42	16	27	20	30	18	46	44	15	35	38	25	19	22	42	26	29
No	72	79	73	56	82	71	80	68	79	54	53	83	63	60	74	79	76	56	73	64
No such courses offered	2	3	0	2	1	2	0	1	3	0	2	2	0	1	1	2	1	2	1	6
Don't know/No answer	0	1	0	1	0	0	0	1	0	0	0	0	1	1	0	0	0	0	0	2
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

#### TABLE 20:

In general, would you say the courses you [took/are taking] in high school that discuss(ed) starting your own business [were/are]...:

			Pro	/ince		Lang	uage	Ge	ender		Age				Education		Βι	isiness	Operati	on
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Excellent	14	18	10	16	0	13	20	12	18	37	11	8	29	20	17	3	7	2	30	43
Very good	41	30	48	44	50	41	47	37	54	32	48	38	23	48	34	44	51	28	24	30
Only fair, or	35	37	36	32	32	35	33	40	20	11	35	44	31	20	42	45	33	48	39	25
Poor	9	13	6	8	18	11	0	10	8	17	6	10	18	10	7	9	8	23	4	1
[VOL] Don't know/No answer	0	2	0	0	0	1	0	1	0	3	0	0	0	2	0	0	0	0	3	0
WEIGHTED SAMPLE SIZE (#)	148	43	48	50	7	132	16	109	38	24	66	58	18	45	29	51	85	23	22	11
UNWEIGHTED SAMPLE SIZE (#)	180	45	24	102	9	171	9	127	53	61	72	47	43	46	37	49	78	27	36	29

									TABI	E 21:									
[ASK IF C														′g] [Did/Are] yo have attended			urses the	at	
			Prov	ince		Lang	uage	Ge	ender		Age			Education	ı	В	usiness	Operati	on
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	44	39	38	61	46	44	42	43	45	30	40	46	25	38	47	45	41	39	41
No	56	61	62	39	54	56	58	57	55	70	60	54	75	62	53	55	59	61	59
WEIGHTED SAMPLE SIZE (#)	396	169	114	82	31	350	46	229	167	13	105	278	12	115	268	271	39	48	21
UNWEIGHTED SAMPLE SIZE (#)	358	151	65	106	36	331	27	215	143	29	102	227	14	112	231	226	39	48	25

ТΑ	BL	Е	22:

[ASK IF 'YES' in Q.21] In general, would you say the courses you [took/are taking] after high school that discuss(ed) starting your own business [were/are]...:

			Prov	vince		Lang	uage	Ge	ender		Age			Educatior	ı	B	usiness	Operation	on
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Excellent	16	23	11	14	4	17	8	16	16	18	16	16	32	8	18	13	28	12	35
Very good	55	61	62	46	33	51	79	53	57	39	60	53	36	67	51	56	33	69	32
Only fair, or	22	11	14	30	63	23	13	27	14	43	14	24	31	17	23	23	19	13	34
Poor	8	5	13	9	0	9	0	4	13	0	10	7	0	8	8	8	21	5	0
WEIGHTED SAMPLE SIZE (#)	174	66	44	50	14	154	20	99	75	4	42	128	3	44	127	122	16	19	9
UNWEIGHTED SAMPLE SIZE (#)	162	58	26	61	17	149	13	95	67	8	47	107	4	43	114	107	16	21	9

#### TABLE 23a:

#### Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice?

			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bu	siness	Operati	ion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	84	91	75	82	86	88	58	87	77	80	85	84	82	81	84	84	83	83	85	85
No	15	9	22	18	14	12	35	13	20	14	13	16	18	16	16	15	16	17	8	15
Don't know/No answer	1	1	3	0	0	0	7	0	3	6	2	0	0	4	0	1	0	0	7	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

Advice from a mentor or experienced business owner

#### TABLE 23b:

#### Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice? An On-line course Education Province Language Gender Age **Business Operation** Overall 25-L.T. F-T P-T P-T 15-20-Grad Some Grad F-T NS NB NF PE English French Male Female H.S. H.S. Coll./Univ. Coll./Univ. Now Past Now Past Yes No

Corporate Research Associates Inc., 2001

Not relevant to my

SAMPLE SIZE (#)

SAMPLE SIZE (#)

business Don't know/No

answer WEIGHTED 0 2 0 0

219 95

240 174

120 43

192 50

0 0 0

#### TABLE 23c:

Now I am not asking in th								ning at	school, o training	colleg or bu	e, or u siness	univer advi	sity. In		fore or after st f any, of the fo				ived bu	siness
			Prov	ince		Lang	uage	G	Busine ender	ess se	minar Age	'S			Education		Bu	isiness	Operat	ion
	Overall     NS     NB     NF     PE     English     French     Male     Female     15-     24-     29-     H.S.     Grad     Some     Grad     F-T     Now     Past     Now     Past															P-T Past				
Yes	NS NB NF PE English French Male Female 15- 20- 25- L.I. Grad Some Grad F-I F-I P-I P-I P-I P-I P-I P-I P-I P-I P-I P															43				
No	50	42	57	50	64	49	52	52	45	57	47	50	62	51	45	50	47	51	55	57
Don't know/No answer	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

#### TABLE 23d:

#### Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice?

#### Bookkeeping or accounting

			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bu	siness	Operati	ion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	60	60	63	58	54	59	65	58	64	60	59	60	45	57	56	65	61	55	55	65
No	39	40	35	42	46	41	29	42	33	34	41	39	55	39	44	34	39	45	41	35
Not relevant to my business	0	0	1	0	0	0	2	0	1	0	0	0	0	0	0	1	0	0	0	0
Don't know/No answer	1	1	2	0	0	0	4	0	2	6	0	0	0	4	0	0	0	0	4	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

#### TABLE 23e:

#### Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice?

#### Marketing

			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bu	siness	Operati	ion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	57	69	49	53	41	59	47	58	55	61	62	55	55	45	59	63	55	58	62	64
Νο	42	31	51	47	59	41	53	42	44	38	38	45	44	54	41	37	44	42	38	36
Don't know/No answer	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

#### TABLE 23f:

#### Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice?

#### Employee motivation

			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bu	siness	Operati	ion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	34	37	30	33	35	36	19	38	27	39	35	33	30	35	33	33	36	34	31	24
No	65	61	70	67	59	62	81	62	70	60	63	66	67	61	66	66	63	66	65	76
Not relevant to my business	1	1	0	1	4	1	0	0	1	1	1	0	3	1	0	1	0	0	3	0
Don't know/No answer	1	2	0	0	2	1	0	0	2	0	0	1	0	3	1	0	1	0	1	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

#### TABLE 23g:

#### Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice?

#### E-commerce

			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bu	siness	Operati	ion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	20	23	18	17	13	20	19	22	16	11	22	20	7	17	20	24	20	5	28	21
No	78	74	78	82	85	79	73	77	79	81	76	78	88	79	79	74	77	93	67	79
Not relevant to my business	0	1	0	0	0	0	0	0	1	1	0	0	1	0	1	0	0	0	0	0
Don't know/No answer	2	2	4	0	2	1	8	1	5	8	1	2	4	4	0	2	2	2	5	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

#### TABLE 23h:

#### Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice?

#### Exporting

			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bu	siness	Operati	ion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	12	9	9	20	13	11	18	12	11	3	8	14	6	11	9	15	14	3	8	9
No	87	89	90	79	85	88	78	87	86	89	92	84	92	85	89	85	85	93	88	91
Not relevant to my business	1	1	0	1	0	1	0	0	1	0	0	1	0	0	2	0	1	2	0	0
Don't know/No answer	1	1	2	0	1	1	4	0	2	7	0	0	2	4	0	0	0	1	4	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

#### TABLE 23i:

Now I am not asking in th								ning at		colleg	e, or ι	univer	sity. In		ore or after st fany, of the fo				ived bu	siness
									Busine	ess pl	annin	g								
	Province         Language         Gender         Age         Education         Business Operation           Overall         Image         Im															íon				
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	64	70	52	71	52	66	51	64	63	78	68	60	58	69	63	63	60	74	69	73
No	36	29	48	29	48	34	49	36	36	21	32	40	42	30	37	37	40	26	31	26
Don't know/No answer	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

#### TABLE 23j:

I am not asking in th								ning at		colleg	e, or ι	iniver	sity. In		f any, of the fo				ived bu	siness
									Manag	jemen	t skill	s								
	Province         Language         Gender         Age         Education         Business Operation           Overall         Overall         Image: Second Se															ion				
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	57	60	54	58	49	58	53	59	53	64	60	55	60	54	53	60	57	58	52	62
Νο	42	39	44	42	51	42	43	41	45	30	40	45	40	42	47	40	42	42	45	38
Don't know/No answer	1	1	2	0	0	0	4	0	2	6	0	0	0	4	0	0	0	0	4	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business.

#### TABLE 23k:

#### Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice?

#### Sales

			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bu	siness	Operati	ion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	58	64	60	50	39	59	49	61	54	68	61	55	57	57	61	57	58	56	60	61
No	42	36	40	49	61	40	51	39	45	31	39	44	43	43	37	43	42	44	38	39
Not relevant to my business	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Don't know/No answer	0	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	2	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

#### TABLE 23I:

#### Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice?

#### Any others

			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bu	siness	Operat	ion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Networking	2	3	2	2	0	2	4	2	3	6	1	2	6	2	0	3	3	0	2	4
Customer Service/Relations	4	6	2	2	4	4	0	3	5	1	1	5	0	0	0	7	4	4	5	1
Time Management	1	1	2	0	0	1	4	1	1	1	2	1	1	0	0	2	2	0	0	1
Human Resources	1	2	2	1	0	2	0	1	3	3	1	2	0	0	1	3	2	0	0	4
Business Planning/Management	2	2	0	3	0	2	0	1	2	1	2	1	0	2	1	2	1	0	2	7
None	172	168	172	180	176	175	155	178	163	155	184	170	163	172	173	172	171	190	168	166
Other	20	22	21	12	19	17	37	16	26	36	11	21	31	25	25	14	20	7	25	23
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

If a mentor, namely	an exper	ience	d bu	sines	s ow	ner were	available	e to yo	u with bu				no cost	, how lił	cely, if at all, w	ould you be t	o use th	is reso	urce pe	rson?
	Province         Language         Gender         Age         Education         Business Operation															ion				
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Very likely	65	61	67	70	63	64	68	61	72	56	68	65	52	66	66	68	64	73	60	71
Somewhat likely	26	28	26	22	26	27	21	29	21	39	24	25	41	26	21	24	26	22	27	28
Not very likely, or	5	6	2	7	7	5	7	6	4	3	7	5	4	2	11	4	5	3	10	1
Not at all likely	3	3	4	1	3	3	4	3	3	1	0	4	0	4	3	2	3	1	3	0
Don't know/No answer	1	2	0	1	0	1	0	1	0	0	0	1	2	1	0	1	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

									TA	BLE 2	25a:									
Some young busi	ness own	iers s	ay th	ey la	ck bı	usiness sl	kills and	cur	events th rently lac bokkeepi	k bus	iness	skills	?	ing. In w	hich, if any, o	f the following	g areas v	would y	ou say	you
	Province         Language         Gender         Age         Education         Business Operation           Overall         Image         Im															ion				
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	56	57	59	49	54	55	61	57	53	49	55	57	46	60	57	55	57	53	51	63
No	44	43	41	50	44	45	39	42	47	51	45	42	54	40	43	44	43	47	49	35
Not relevant to my business	0	0	0	1	2	0	0	1	0	0	0	1	0	0	0	1	0	0	0	2
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

### TABLE 25b:

Some young business owners say they lack business skills and this prevents their company from growing. In which, if any, of the following areas would you say you currently lack business skills?

### Marketing

			Prov	inco		Lang		Ge	ender		Age				Education		Rue	iness	Onora	ation
	0		FIUV	ince		Lang	uaye	Ge	IIUEI		Aye				Luucation		Dus	11622	Opera	
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	45	42	47	47	54	45	48	44	48	40	41	48	35	50	46	44	48	42	45	29
Νο	54	57	52	53	46	54	52	55	52	60	57	52	60	50	53	56	51	58	55	71
Not relevant to my business	1	1	2	0	0	1	0	1	1	0	2	0	4	0	1	0	1	0	0	0
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

									TABLE	25c:										
Some young b	ousiness	owne	ers sa	iy the	ey la			say yo	his preve u curren ployee n	tly la	ck bı	usine			rowing. In w	hich, if any,	of the	e follo	wing a	areas
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	iness	Opera	ation
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	29	29	35	24	20	27	43	31	27	39	28	28	33	30	28	29	28	31	26	42
No	65	63	62	73	73	68	49	66	64	57	69	66	61	67	68	65	68	65	62	55
Not relevant to my business	5	7	3	2	7	4	8	2	9	3	3	6	4	2	4	6	4	2	11	3
Don't know/No answer	1	1	0	1	0	1	0	1	1	1	1	1	2	1	0	1	1	2	1	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

									TABLE	25d:										
Some young b	usiness (	owne	rs sa	iy the	ey la				his preve u curren E-comr	tly la	ck bı				rowing. In w	hich, if any,	of the	e follo	wing a	areas
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	iness	Opera	ation
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	62	59	58	69	68	64	46	61	63	68	62	61	58	57	68	62	61	72	60	62
No	32	35	34	26	28	30	42	34	28	28	34	32	33	35	29	33	34	26	31	33
Not relevant to my business	2	3	2	2	0	2	2	1	5	1	1	3	0	2	2	3	2	0	4	0
Don't know/No answer	4	3	6	3	4	3	10	4	4	3	3	4	8	6	1	2	3	2	4	5
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

									TABLE	25e:										
Some young b	ousiness	owne	ers sa	ay the	ey la				his preve ou curren Expor	tly la					rowing. In w	hich, if any,	of the	e follo	wing a	areas
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	iness	Opera	ation
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.		Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	60	61	60	63	50	62	49	62	57	77	59	58	69	54	62	62	55	81	60	75
No	28	28	27	28	37	26	40	29	27	14	31	30	26	32	23	28	31	18	30	20
Not relevant to my business	11	10	13	9	13	11	11	8	16	6	10	12	3	13	16	10	13	0	10	5
Don't know/No answer	0	1	0	1	0	0	0	0	1	3	0	0	2	1	0	0	0	1	1	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

#### Corporate Research Associates Inc., 2001

									TABLE	25f:										
Some young b	ousiness	owne	ers sa	iy the	ey la			say yo	his preve u curren usiness p	tly la	ck bı				rowing. In w	rhich, if any,	of the	e follo	wing a	areas
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	iness	Opera	ation
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	35	32	41	26	47	34	42	33	37	28	28	39	28	39	31	37	34	32	42	33
No	65	67	58	74	53	66	58	66	62	72	72	60	72	61	66	63	65	68	58	67
Not relevant to my business	1	1	1	0	0	1	0	0	1	0	0	1	0	0	2	0	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

									TABLE	25g:										
Some young b	ousiness	owne	ers sa	ay the	ey la			say yo	his preve ou curren anageme	tly la	ck bı				rowing. In w	hich, if any,	of the	e follo	wing a	areas
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	iness	Opera	ation
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	36	30	46	33	37	34	51	35	38	29	34	38	30	42	32	36	39	25	25	49
No	62	67	54	66	63	65	49	64	59	70	65	60	68	58	65	62	60	72	72	47
Not relevant to my business	1	2	0	0	0	1	0	0	2	0	0	1	0	0	0	1	0	0	3	3
Don't know/No answer	1	1	1	1	0	1	0	1	1	1	1	1	2	0	3	0	1	3	1	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

									TABLE	25h:										
Some young b	usiness	owne	ers sa	ay the	ey la				u curren	tly la					rowing. In w	hich, if any,	, of the	e follo	wing a	areas
									Sale	es										
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	iness	Opera	ition
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	32	27	38	29	36	30	42	29	36	28	30	33	24	32	34	32	30	30	37	31
Νο	67	71	60	68	62	69	54	70	60	71	69	65	75	67	65	65	68	70	60	67
Not relevant to my business	2	1	2	2	2	1	4	1	4	0	1	2	0	1	2	2	2	0	3	0
Don't know/No answer	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	2
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

#### TABLE 25i:

Some young business owners say they lack business skills and this prevents their company from growing. In which, if any, of the following areas would you say you currently lack business skills?

#### Any others

			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	iness	Opera	tion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	5	7	3	5	2	6	0	5	5	2	4	6	2	7	4	5	7	0	3	2
No	93	92	95	93	98	92	100	93	94	92	96	93	93	93	96	93	92	94	96	94
Advertising/Promotions	2	1	3	2	0	2	0	2	1	5	0	1	5	0	0	2	1	6	0	3
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

									TABLE 2	6:										
If you were to take	e training	g to ir	npro	ve yo	our b	usiness	skills, wł	nich oi	ne of the	follo	wing	four	forma	ats wo	uld you pref	fer? Would y	you pr	efer ti	raining	J:
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	iness	Opera	ation
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
On-line using the Internet, whereby you can proceed at your own pace	20	17	23	21	22	19	28	19	22	13	18	22	17	20	21	21	21	15	20	14
One-on-One with a business trainer or cousellor	34	32	36	34	33	34	34	34	33	32	41	31	30	34	40	32	33	40	32	34
In a classroom course situation with other young business owners	16	16	12	19	16	16	15	15	17	23	10	16	23	11	12	16	16	11	19	20
In the form of one or two day seminars with other young business owners	28	34	24	22	29	30	17	30	25	31	27	28	29	28	25	29	27	34	26	33
Other	1	1	2	2	0	2	0	1	2	1	1	2	0	4	1	1	2	0	0	0
Don' t know/No answer	1	0	2	2	0	1	5	1	2	0	2	1	0	3	0	1	1	0	3	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

									TABLE	E 27:										
What has bee	n the ave	rage	num	ber c	of err	ployees	you havo	e had (	on staff, the past			ling y	ourse	elf, tha	t have been	employed b	oy you	r busi	iness	over
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	iness	Opera	ation
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now		P-T Now	
None	29       31       25       30       22       27       37       24       37       34       30       27       27       28       24       30       24       40         18       19       13       21       16       19       10       18       17       19       15       18       28       15       16       17       16       17       22       18																			
One	18       19       13       21       16       19       10       18       17       19       15       18       28       15       16       17       16       17       22       18																			
Тwo	18       19       13       21       16       19       10       18       17       19       15       18       28       15       16       17       16       17       22       18         18       13       24       21       22       18       22       19       17       15       26       16       16       20       18       19       19       25       15       14																			
3 to 5	22	25	21	18	12	23	11	24	17	12	23	23	20	18	28	21	24	22	14	19
6 or more	14	11	17	9	28	13	20	14	12	20	6	16	10	19	14	13	16	4	9	9
Can't recall	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72
MEAN	3.0	3.0	3.3	2.6	3.8	3.0	3.6	3.3	2.5	3.5	2.2	3.3	3.0	3.7	2.8	3.0	3.4	1.9	2.2	2.9
MEDIAN	2.0	1.0	2.0	1.0	2.0	2.0	2.0	2.0	1.0	1.0	2.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	1.0	1.0

									TABLE	28:										
[DO	NOT AS	K IF (	CODE	E 2 IN	Q.5	] Which c	one of th	e follo	wing two	stat	temei	nts c	omes	closei	<sup>.</sup> to your thi	nking? Wou	ld yoı	ı say		
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	iness	Opera	ition
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now		P-T Now	P-T Past
You would like your business to expand in terms of sales and new markets	82	83	78	87	79	83	77	82	81	66	82	84	79	80	81	84	86	43	75	32
You are content with the current size of your business	18	16	22	13	21	17	23	17	19	32	18	16	19	19	19	16	14	57	25	68
Don't know/No answer	0	1	0	0	0	0	0	1	0	2	0	0	2	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	502	195	166	99	41	427	75	326	176	42	123	337	45	103	94	242	378	13	88	9
UNWEIGHTED SAMPLE SIZE (#)	457	174	90	145	48	415	42	305	152	69	115	273	64	87	84	205	313	12	105	9

								TABL	E 29:											
	Wh	at, if	anyth	ning, v	vould	you say w	vas the m	nain ob	stacle you	u had	to fac	e whe	en startin	ıg a bus	iness?					
			Pro	vince		Lang	uage	Ge	ender		Age			E	ducation		В	usiness	operati	ion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Lack of money/finances/capital	60	64	58	54	62	62	44	64	51	55	52	64	47	58	65	62	64	55	51	53
Need training/education	8	6	10	10	9	8	12	11	5	13	6	9	9	13	8	7	9	10	8	5
Marketing/Advertising	8	7	12	8	6	7	20	6	13	11	10	8	8	5	7	11	8	7	11	10
Too young/Not being taken seriously	7	6	9	10	1	7	5	8	6	5	15	4	7	5	11	7	8	8	2	6
Sales/Maintaining profits/client base	6	6	4	7	9	6	4	5	7	6	5	6	5	3	6	7	6	5	5	6
Difficulty finding qualified employees/staff	5	5	9	1	4	4	12	4	7	6	5	6	1	6	9	5	5	8	6	5
Need more information	4	4	4	4	8	5	0	4	5	2	3	5	2	0	4	7	4	7	4	0
Difficulty identifying markets for products or services	4	5	1	6	4	4	2	4	4	2	6	4	4	1	4	6	4	1	5	7
Business set-up/getting it started	4	4	3	4	6	5	0	4	4	8	0	5	7	5	1	4	4	4	7	2
Finding a good location/efficient space	4	6	3	3	0	3	8	3	5	5	4	3	4	5	5	4	3	1	7	7
Business/Managerial skills	4	4	4	2	2	4	2	4	2	0	5	4	6	4	2	4	4	2	2	0
Finding suppliers/product availability	3	3	4	2	2	3	4	3	4	10	2	3	9	1	6	3	3	10	2	3
Government regulations/bureaucracy	3	4	4	2	6	3	6	4	3	1	3	4	0	3	7	4	3	5	4	0
Creating a business plan	3	5	2	2	1	3	4	3	4	1	5	3	1	2	4	4	3	7	2	3
None/No obstacles	3	3	4	2	0	2	8	3	3	0	1	4	2	5	4	2	4	3	0	3
Lack of time/Too busy	3	2	3	2	2	2	3	2	3	3	4	2	2	4	1	3	2	2	5	2
Competition	3	2	6	1	0	2	6	2	3	2	3	2	3	2	4	2	3	0	3	0
Lack of interest/No desire	1	1	3	1	0	1	5	1	2	2	3	1	2	2	2	1	1	0	0	6
Looking for right business opportunity	1	1	1	2	2	1	0	1	2	4	1	1	4	2	0	1	1	2	1	6
Obtaining needed equipment	1	1	1	2	0	1	2	1	1	2	1	1	4	0	1	1	1	0	3	3
Fear	1	1	1	1	1	1	0	1	1	0	0	1	0	2	0	1	1	2	1	0
Establishing the company/Building a reputation	1	0	0	3	2	1	0	1	0	1	1	1	2	2	1	0	1	0	1	0

								TABLI	E 29:											
	Wh	at, if	anyth	ning, v	vould	you say w	as the m	nain obs	stacle you	u had	to fac	e whe	en startir	ıg a busi	ness?					
Customer service/Dealing with people	1	0	1	1	1	1	0	0	1	1	0	1	1	1	0	1	0	4	0	4
Little demand for product/service	1	0	1	1	0	0	2	1	0	1	0	0	1	0	1	1	0	0	1	2
Transportation/Distance travelling	0	1	0	0	0	1	0	0	1	3	1	0	2	0	1	0	0	0	0	2
State of the economy	0	1	0	0	0	1	0	0	1	0	0	1	2	0	1	0	0	2	0	0
Financial risk too great	0	1	0	1	1	1	0	0	1	0	1	0	0	0	1	1	0	1	1	0
Still in school	0	0	1	0	0	0	0	1	0	1	0	0	1	1	0	0	0	0	1	0
High taxes	0	1	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	2	0	0
Creating a product	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	2	0	0
Other	9	11	10	7	3	8	13	10	8	8	7	10	7	8	11	9	9	9	11	4
Don't know/No answer	1	0	2	4	0	1	3	1	2	0	2	1	3	1	1	2	1	2	5	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

							TABLE	30:												
And what, if anyth	ing, woul	d you	say ł	nas be	en the	e main obs	stacle you	had to	face in te	rms o	fsust	taining	g and e	expandi	ing your	busine	ss?			
			Pro	vince		Lang	juage	Ge	ender		Age			Edu	cation		Bu	siness	Opera	tion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./ Univ.	Grad Coll./ Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Lack of continued access to money/finances/capital	39	40	39	37	43	41	25	41	36	17	32	46	29	37	36	42	42	30	32	34
Marketing/Advertising	12	8	19	8	14	9	28	12	12	10	15	11	9	7	10	15	13	8	10	7
Sales/maintaining profits/client base	9	10	8	9	1	9	6	9	9	10	7	9	7	7	7	11	9	11	7	6
Lack of time/too busy	8	10	8	6	4	8	4	8	7	15	5	8	11	7	8	8	5	3	24	5
Difficulty finding qualified employees/staff	7	8	7	4	7	8	2	8	4	2	6	8	4	8	9	7	8	6	2	7
Competition	5	4	8	2	3	4	9	6	3	2	6	5	3	10	6	3	6	3	2	6
Location/Space	4	6	1	4	5	4	2	2	7	6	4	4	5	2	5	4	4	2	6	7
Difficulty identifying markets for products or services	4	2	5	6	2	5	0	5	3	6	7	2	4	4	3	5	4	0	1	12
Lack of business skills/Managerial skills	4	5	3	4	3	4	4	3	5	5	1	5	4	3	5	4	3	9	5	6
Expenses/Keeping costs down	3	5	3	2	2	4	2	2	5	2	3	4	2	2	3	5	4	4	0	9
Product availability/Maintaining supply	3	2	3	4	0	3	2	2	5	5	3	2	4	0	4	3	3	3	2	4
Need more information	2	2	3	1	3	2	6	2	3	6	2	2	1	1	1	4	3	3	0	4
Development/Keeping up with technology/equipment	2	1	1	3	4	2	1	2	1	1	1	2	1	3	2	1	2	1	0	4
Government regulations/bureaucracy	2	3	1	1	2	2	0	1	3	3	1	2	2	1	1	3	1	3	3	0
State of the economy	2	1	1	3	2	1	2	1	3	0	2	2	0	1	2	2	2	6	0	0
Too young	1	0	3	2	0	1	6	2	1	5	1	1	0	3	2	1	2	2	0	0
Lack of interest/No desire	1	2	2	1	0	1	4	1	1	1	1	2	2	3	1	1	1	3	3	0
Weather conditions	1	2	1	1	0	2	0	2	0	3	0	1	7	2	0	0	2	1	0	0
Little demand for product/service	1	1	0	2	0	1	0	0	1	2	0	1	4	0	0	1	1	2	0	0
Need training/education	1	1	0	1	0	1	0	1	0	0	1	1	0	0	1	1	0	3	0	0
High taxes	0	0	0	2	2	1	0	1	0	0	0	1	0	0	0	1	1	2	0	0

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							TABLE	30:												
And what, if anythi	ng, woul	d you	say h	nas be	en the	main obs	tacle you	had to	face in te	rms o	f sust	aining	g and e	xpandi	ng your	busine	ss?			
Keeping the business running/continuity	0	1	0	0	0	0	0	1	0	0	1	0	2	0	0	0	1	0	0	0
Ack of technical expertise       0       0       1       0       0       0       2       0															0					
ack of technical expertise       0       0       1       0       0       0       2       0       0       0       0       0       1       0       0       0         ave a job       0       1       0															0					
Personal situation (e.g. divorce)	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Financial risk too great	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	2	0	0
Other	9	11	12	6	1	8	17	9	9	20	10	7	7	17	7	7	8	21	8	10
None/Didn't expand	7	5	10	6	5	5	17	5	9	3	5	8	7	9	9	5	7	4	8	1
Don't know/No answer	8	6	8	13	10	8	9	8	9	9	8	8	10	12	11	5	7	9	12	6
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

								T.	ABLE 31	:										
Which	one of th	ne fol	lowir	ng six	c opt	ions wou	ld most	help y	oung peo	ople v	/ho w	ant to	o start	their o	wn business	? Would it be	ə:			
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	siness	Opera	tion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Having the guidance of a mentor, that is, an experienced business owner	32	35	25	34	36	32	30	34	29	27	28	34	27	30	34	33	31	36	27	41
Going on a student internship with a business	18	17	21	15	14	18	12	18	17	28	25	13	26	17	22	16	16	36	14	16
Attending courses or seminars about starting a business	19	14	22	23	20	17	30	15	25	14	17	21	20	19	14	21	19	11	25	10
Job shadowing at a business	13	16	10	12	12	14	6	14	11	11	11	14	15	13	10	13	13	10	16	17
Researching business ownership on-line	1	2	1	0	0	1	0	1	2	2	1	1	0	1	4	0	1	0	3	2
Having help identifying a good idea for a business	13	10	16	14	15	13	17	14	12	18	13	12	11	14	13	14	14	5	12	11
Other	3	5	2	1	4	3	0	4	2	0	3	3	2	4	3	2	4	2	1	2
Don't know/No answer	1	1	3	0	0	1	5	1	2	0	2	1	0	1	0	2	2	0	1	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

								T/	ABLE 32a	a:										
Now I v decision to d					5. Ov	erall, hov n influen	v importa cing you	ant wo r decis	uld you s	say [l wn yo	REAI our o	) ANI wn b	D ROT usine	TATE S	been influe STATEMENT				ן	
	NS ND NE DE Englich Franch Mala Fomala 10															ition				
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now		P-T Now	
Very important	4	3	3	6	1	3	7	2	6	5	4	4	9	1	2	5	3	0	6	4
Somewhat important	9	7	10	11	8	10	7	9	10	11	14	7	15	11	8	8	9	8	8	13
Not very important	22	20	16	33	29	21	30	24	21	22	26	21	16	28	21	20	20	29	26	24
Not at all important	64	68	69	49	62	65	56	65	62	60	57	67	59	58	68	68	67	61	60	57
Haven't yet made any career decisions	0	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0	3	0	0
Don't know/No answer	0	1	0	0	0	0	0	1	0	1	0	0	1	1	0	0	0	0	0	2
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

#### TABLE 32b:

# Now I would like to ask a few more questions about specific people or factors that may have been influential in your career decision to own your own business. Overall, how important would you say [READ AND ROTATE STATEMENTS] [has been/have been] in influencing your decision to own your own business?

		1	_								•						_		-	
			Prov	vince	-	Lang	uage	Ge	ender		Age	-			Education		Bus	iness	Opera	ition
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Very important	19	23	14	19	17	20	13	17	23	18	23	18	24	13	16	22	18	21	18	26
Somewhat important	33	29	33	37	39	33	27	38	23	48	40	27	39	33	39	28	32	31	40	27
Not very important	22	21	22	22	19	19	37	18	27	20	22	22	18	19	21	24	22	21	20	24
Not at all important	26	27	29	22	26	27	23	26	26	14	16	33	19	35	22	26	29	24	22	23
Haven't yet made any career decisions	0	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0	3	0	0
Don't know/No answer	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

#### Your teachers/instructors

#### TABLE 32c:

## Now I would like to ask a few more questions about specific people or factors that may have been influential in your career decision to own your own business. Overall, how important would you say [READ AND ROTATE STATEMENTS] [has been/have been] in influencing your decision to own your own business?

																	-			
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	iness	Opera	ition
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Very important	61	58	61	65	59	62	52	59	63	63	71	56	71	62	61	57	63	55	55	59
Somewhat important	26	26	25	25	27	25	29	27	23	21	19	29	16	24	27	29	25	24	31	24
Not very important	8	9	8	6	9	8	13	8	9	15	9	7	7	12	7	8	7	12	10	14
Not at all important	5	6	5	4	4	5	6	6	4	0	1	8	7	2	5	7	5	9	4	3
Don't know/No answer	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

Your parents/family members/guardians

#### TABLE 32e:

# Now I would like to ask a few more questions about specific people or factors that may have been influential in your career decision to own your own business. Overall, how important would you say [READ AND ROTATE STATEMENTS] [has been/have been] in influencing your decision to own your own business?

#### The media

			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	iness	Opera	ition
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Very important	7	7	3	12	9	8	2	7	7	6	6	7	11	9	4	7	6	5	10	11
Somewhat important	27	30	27	23	18	26	30	25	30	31	28	26	35	21	36	25	27	37	20	27
Not very important	30	30	26	32	41	30	27	30	29	32	31	29	24	29	27	32	27	28	39	37
Not at all important	36	33	44	32	32	35	41	37	34	31	35	37	28	41	34	36	40	30	29	25
Don't know/No answer	0	0	0	1	0	0	0	0	0	0	0	0	2	0	0	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

#### TABLE 32g:

# Now I would like to ask a few more questions about specific people or factors that may have been influential in your career decision to own your own business. Overall, how important would you say [READ AND ROTATE STATEMENTS] [has been/have been] in influencing your decision to own your own business?

			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	iness	Opera	tion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Very important	34	34	32	38	38	36	26	38	29	48	37	31	44	38	32	32	34	33	35	39
Somewhat important	38	37	41	35	35	36	51	36	41	30	40	38	32	38	38	39	36	48	37	33
Not very important	17	15	18	18	17	17	13	16	18	20	15	17	19	9	19	19	17	10	19	21
Not at all important	11	14	9	9	10	11	10	10	12	2	8	13	5	14	11	10	12	9	9	7
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

#### Local entrepreneurs or business-people

#### TABLE 32h:

# Now I would like to ask a few more questions about specific people or factors that may have been influential in your career decision to own your own business. Overall, how important would you say [READ AND ROTATE STATEMENTS] [has been/have been] in influencing your decision to own your own business?

#### Promotional materials and events such as pamphlets, career fairs, etc. that advertise career options

			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	iness	Opera	ition
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Very important	13	13	10	18	13	14	9	11	17	22	12	13	33	10	11	11	10	24	18	21
Somewhat important	30	31	24	38	30	31	23	32	28	32	39	27	25	38	26	29	29	37	24	41
Not very important	29	30	30	27	32	28	35	32	25	25	27	31	14	27	38	30	32	25	25	21
Not at all important	27	26	35	18	25	26	31	25	30	22	23	29	28	24	25	29	29	13	34	17
Don't know/No answer	0	1	1	0	0	0	2	0	1	0	0	1	0	1	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

#### TABLE 32i:

# Now I would like to ask a few more questions about specific people or factors that may have been influential in your career decision to own your own business. Overall, how important would you say [READ AND ROTATE STATEMENTS] [has been/have been] in influencing your decision to own your own business?

#### Government programmes and information designed to help young people choose a career

			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	iness	Opera	ition
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Very important	34	38	31	38	16	33	45	31	40	40	36	33	48	38	36	29	34	38	30	38
Somewhat important	35	31	37	40	41	35	35	35	35	28	35	37	19	36	35	39	35	39	35	31
Not very important	14	15	11	11	22	15	5	16	10	14	13	14	17	11	16	13	13	15	14	20
Not at all important	16	15	21	10	21	17	15	18	14	18	16	16	16	15	13	19	18	9	20	11
Don't know/No answer	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

							TABLE	33:												
		Whe	re car	n your	ng pe	ople specif	ically get	financia	I support	to stai	rt a bu	siness	;?							
	1		Prov	ince		Lang	uage	G	ender		Age			Edu	ucation		Bu	siness	Operat	ion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./ Univ.	Grad Coll./ Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Banks/Trust companies/Credit unions/Financial institutions	38	42	38	28	48	39	34	39	38	25	34	43	26	35	41	42	40	22	38	42
ACOA programmes	16	14	21	15	9	16	13	18	12	3	14	19	2	18	18	17	19	5	10	13
Family	16	19	15	12	12	16	15	18	13	22	10	17	16	13	15	17	14	17	20	18
ACOA's Business Development Program assistance	15	18	9	15	20	16	11	17	11	2	12	18	5	13	12	20	16	13	13	15
Community Business Development Corporations	13	11	10	22	9	13	13	11	16	3	10	16	12	5	19	13	15	17	7	0
Young Entrepreneurs ConneXion Program/Seed Capital	10	12	7	8	14	11	3	11	8	5	12	10	7	7	14	11	10	12	5	13
Human Resources Development Canada (HRDC) programmes	9	7	7	17	9	9	7	10	7	7	8	10	9	8	8	10	9	15	6	7
Business Development Bank of Canada programmes	7	7	6	11	3	7	8	8	5	1	5	9	1	5	6	11	8	3	7	1
Venture capital sources	6	6	10	3	2	6	9	8	4	6	10	5	8	2	8	7	7	8	5	0
Provincial Government	6	4	9	7	2	4	16	8	3	6	6	6	2	12	1	7	7	5	0	11
YES program	6	14	0	0	0	7	0	6	5	21	8	2	15	3	9	4	2	17	6	16
Federal Government	4	4	4	6	0	4	5	6	2	3	7	3	0	5	5	4	4	4	5	9
Government Grants/Programs	4	4	4	2	7	5	0	5	3	9	1	5	6	5	5	3	4	12	2	5
Business Loan Program	4	8	2	2	2	5	0	4	5	4	3	5	6	2	5	4	3	8	6	4
Friends	4	5	4	1	2	4	6	5	3	2	1	5	2	1	4	5	4	4	3	3
Y-Enterprise	4	4	0	10	0	4	0	5	2	7	4	3	3	4	3	4	4	5	1	4
Personal savings/funding	3	5	4	1	2	3	6	3	3	0	1	5	0	2	0	6	3	0	7	0
Centre for Entrepreneurship Education and Development (CEED)	3	6	1	0	1	3	2	3	2	0	0	4	2	2	4	2	4	0	2	0
SEED Program	2	3	1	2	6	3	0	3	1	0	2	3	2	2	2	3	3	0	1	0
Federal Business Development Bank	2	1	5	2	1	1	9	2	2	0	6	1	2	1	2	3	2	6	1	0

							TABLE	33:												
		Whe	re car	your	ig peo	ople specif	ically get	financia	I support	to star	rt a bu	siness	?							
Self-Employment Benefits (SEB) Program	2	2	1	4	4	3	0	3	1	0	2	3	0	3	1	3	2	2	2	2
Provincial Government funding	2		4	1	0	2	2	2	2	1	4	2	0	0	2	4	2	0	4	0
Canadian Youth Business Association	nadian Youth Business Association2122620220															3	3	0	1	0
Youth Ventures/Youth programs																0	2	3	11	
Open for Business	2	4	0	0	0	2	0	2	2	2	1	2	1	1	5	1	1	0	4	3
Greater Moncton Economic Commission	1	0	4	0	0	1	2	1	1	0	0	2	0	1	1	1	2	0	0	0
Grants	1	1	2	1	0	1	0	1	1	1	2	1	0	3	0	1	2	1	0	0
Loans/Small business loans	1	1	2	1	0	1	0	1	1	0	2	1	2	0	1	1	2	0	0	0
ҮМСА	1	1	1	2	0	1	0	1	0	0	1	1	0	1	1	1	1	0	1	0
Department of Economic Development/Economical Development Corporation	1	2	0	0	0	1	0	1	1	0	2	1	0	0	2	1	1	2	1	0
Business owners/Local businesses	1	1	0	1	2	1	0	1	0	3	0	1	3	1	0	0	1	0	0	3
University business centres	1	1	1	1	0	1	2	1	0	1	0	1	0	0	1	1	1	0	1	0
Canada Business Service Centre programmes	1	1	0	0	2	1	0	0	1	0	0	1	0	0	3	0	1	0	0	0
There is none available	0	1	0	0	0	0	0	1	0	1	0	0	1	0	1	0	1	0	0	0
Shareholders	0	1	0	0	0	0	0	0	0	3	0	0	3	0	0	0	0	0	1	0
Schools/Learning Centres	0	0	0	0	1	0	0	0	0	1	0	0	2	0	0	0	0	0	0	0
Junior Achievement	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	1	0	0
Sponsors	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	1	0	0
Other	22	22	29	17	13	21	28	20	25	19	18	24	15	22	21	23	24	20	21	21
Don't know/No answer	6	3	6	9	12	5	7	4	9	8	7	5	8	10	1	5	6	5	8	5

							TABLE	33:												
Where can young people specifically get financial support to start a business?																				
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

							٦	TABLE	34:											
[DO NOT ASK IF 'THERE IS N	ONE AVA	ILAB	LE' O	r 'Do	ד'אכ	KNOW/N	O ANSW	/ER' IN peopl		here	did y	ou fir	nd out	about	the financia	al assistance	e avail	able t	o your	ıg
			Prov	ince		Lang	uage	G	ender		Age				Education		Bus	iness	Opera	ation
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Development agencies	17	17	15	20	20	18	14	16	20	4	12	22	6	8	20	21	18	22	12	17
School/University/Community college	14	20	9	10	6	13	15	12	16	31	23	7	20	13	14	12	8	19	20	34
Business person/Entrepreneur	11	7	18	10	11	11	11	12	10	6	17	10	4	16	8	13	13	6	3	20
Friends	11	10	11	13	17	11	15	11	12	11	11	12	15	7	8	12	9	15	12	14
Banks/financial institutions	8	8	8	5	13	8	5	7	9	5	8	8	11	5	4	11	10	3	3	10
Internet/Surfing the web	8	9	7	5	6	8	6	7	9	5	3	10	5	5	8	10	9	5	8	5
Parents/Guardians/Relatives	8	8	8	5	11	7	11	6	11	14	9	6	11	10	11	4	8	6	5	9
Word of Mouth	6	5	10	4	4	6	12	7	5	5	6	7	7	6	11	5	7	0	11	2
Newspapers/Magazines	6	5	11	5	0	6	8	6	8	2	5	7	2	7	6	7	8	6	2	2
Brochure	6	4	4	10	8	5	6	7	4	3	6	6	2	6	6	6	6	5	5	9
Government	4	4	2	5	6	4	4	4	3	6	3	3	0	7	1	3	3	0	3	9
Through own research	3	3	3	4	1	3	2	4	2	0	4	3	0	2	8	3	4	2	2	0
ACOA	3	2	7	1	2	2	8	4	2	0	4	4	4	5	3	2	4	0	0	0
Open for Business	3	7	0	0	0	3	0	3	2	3	3	2	1	1	5	3	2	4	4	0
Television/TV	3	2	1	5	4	3	2	2	3	3	1	3	2	3	3	3	3	3	0	3
HRDC	2	4	0	3	1	3	0	2	2	0	2	3	0	3	2	2	2	5	4	0
Seminars/Conferences	2	3	1	2	1	2	0	2	2	2	2	2	0	1	4	2	2	3	1	0
Mentors	2	1	3	0	1	1	4	2	1	0	4	1	0	4	3	0	1	5	2	3
Human Resources	2	1	3	1	0	1	2	2	0	0	4	1	0	4	3	0	2	0	0	0
At work	1	1	1	2	2	1	2	1	1	0	2	2	0	1	0	3	2	0	3	0
Business Service Centres	1	1	0	1	10	2	0	1	2	0	1	2	2	1	1	1	1	0	3	0
Radio	1	1	2	1	0	1	2	0	3	1	0	2	1	0	2	1	1	3	0	2
HRDC	1	1	1	2	0	1	0	2	0	0	2	1	0	1	2	1	2	0	2	0

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							٦	ABLE	34:											
[DO NOT ASK IF 'THERE IS NO	NE AVA	ILABI	.E' O	r 'do	DN'T	KNOW/N	O ANSW	ER' IN people	-	here	did y	ou fin	id out	about	the financia	l assistance	e avail	able to	o youn	ıg
Youth Ventures Program	1	0	2	3	0	1	0	1	1	5	2	0	4	3	0	0	1	1	1	6
Employment Centre	1	2	1	0	0	1	0	1	1	1	1	1	1	2	1	0	1	2	2	0
Guidance counsellor	1	1	2	0	0	1	0	1	0	1	2	0	1	2	0	1	1	2	0	3
Government Officals/Local Government Offices	1	2	0	1	1	1	0	1	1	0	0	1	0	0	2	1	1	2	2	0
Chambers of Commerce/Boards of Trade	1	1	1	0	2	1	2	2	0	3	0	1	2	1	0	1	1	0	1	0
Poster/Billboard	0	0	0	0	0	0	0	0	0	2	0	0	2	0	0	0	0	2	0	1
Junior Achievement	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	2
1-800 career/business line	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	13	13	15	15	8	14	8	12	15	7	9	16	9	10	15	14	16	11	8	9
Don't know/No answer/Not applicable	5	5	3	6	12	5	4	6	3	11	2	5	11	6	3	4	5	2	9	3
WEIGHTED SAMPLE SIZE (#)	571	241	168	117	45	497	74	366	205	63	143	364	62	111	115	264	367	57	85	41
UNWEIGHTED SAMPLE SIZE (#)	571	222	92	205	52	529	42	367	204	135	140	296	115	101	110	226	304	65	105	71

									TABLE	E 35:										
	To the b	est o	f you	r kno	wlee	dge, is no	on-financ	ial ass	sistance	avail	able	for y	oung	people	who want t	o start a bu	siness	s?		
	NS NB NE DE Englich Franch Malo Fomalo 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.															ation				
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.		Some Coll./Univ.	Grad Coll./Univ.	F-T Now			P-T Past
Yes	66	73	62	57	62	65	70	65	67	74	67	64	56	60	65	71	63	66	71	65
No	18	15	16	25	20	18	14	18	17	12	21	17	27	19	13	18	19	14	16	24
Don't know/No answer	17	12	22	18	18	17	16	17	16	14	12	19	16	22	22	11	18	19	13	11
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

								TABL	.E 36:											
W	nat types	of no	on-fir	nanc	ial a	ssistance	are avai	lable t	o young	peopl	le wh	o wis	h to sta	art their	own busines	s?				
			Prov	vince	,	Lang	uage	Ge	ender		Age				Education		Bu	siness	Operat	ion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Mentoring programmes	25	25	29	20	22	24	27	24	26	20	28	24	16	16	34	27	25	34	26	13
Help with business plans	24	29	17	24	16	26	13	23	25	14	25	26	17	14	25	29	26	21	20	35
Business Counselling/Advice	18	15	24	19	16	17	26	20	15	15	19	19	8	17	13	22	22	25	4	13
Courses/training sessions/workshops	15	22	12	3	15	15	15	12	20	7	17	16	9	10	14	18	14	8	23	14
Seminars/Conferences	13	20	10	4	10	15	5	12	15	13	8	16	9	11	15	15	14	15	14	6
Open for Business	6	14	0	0	0	7	0	7	5	9	9	5	4	6	13	4	5	8	8	4
Business Development/Service Centres	6	6	3	10	4	6	2	5	7	5	5	6	8	4	5	6	6	5	3	0
Marketing Skills/Market Research	6	6	5	6	3	6	3	5	7	7	6	5	3	3	2	8	5	4	6	14
Business owners/consultants	5	4	8	4	7	6	3	6	4	5	7	5	2	8	9	3	5	5	1	6
Internet/On-line support	4	4	5	4	7	5	0	6	2	2	6	4	2	6	6	3	6	0	3	0
Government support/programs	4	4	4	4	0	4	3	6	0	0	3	5	0	0	9	4	5	0	4	0
ACOA	3	4	3	2	3	3	3	3	3	0	3	4	4	4	2	3	3	2	5	0
HRDC	2	3	0	6	0	3	0	3	2	0	0	4	0	1	3	3	3	3	2	0
Schools/Teachers	2	3	3	0	0	3	0	3	2	8	0	2	10	0	3	1	2	0	6	5
Youth Ventures/Youth programs	2	1	3	6	2	2	5	2	3	9	3	1	3	5	2	2	1	2	7	3
Support Groups	2	1	0	5	7	2	0	1	3	2	3	2	2	0	2	3	2	4	3	0
Books/Pamphlets	2	1	1	4	0	2	3	1	3	0	0	3	0	2	0	2	2	3	2	0
Job shadowing/work experience	2	2	1	1	0	2	0	2	1	2	1	2	2	0	5	1	3	0	0	3
SEED	2	4	0	0	0	2	0	3	0	0	0	3	0	2	2	1	2	0	0	5
Accounting/Bookkeeping	1	1	0	3	0	1	0	1	1	2	1	1	0	1	0	2	2	0	0	0
Y-Enterprise	1	0	0	5	0	1	0	1	1	1	2	0	3	0	0	1	1	3	0	0
Junior Achievement	0	1	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Other	20	19	30	14	10	19	29	21	20	34	16	20	25	22	23	17	21	14	16	18
None available	1	2	0	2	0	2	0	1	2	0	0	2	0	2	5	0	2	0	0	0

								TABL	E 36:											
w	What types of non-financial assistance are available to young people who wish to start their own business?																			
Don't know/No answer	13	7	17	19	25	12	21	11	18	12	16	13	21	22	8	11	13	10	19	16
WEIGHTED SAMPLE SIZE (#)	386	180	108	70	29	332	55	242	145	47	100	239	35	71	75	193	241	38	63	27
UNWEIGHTED SAMPLE SIZE (#)	372	164	55	120	33	343	29	235	137	85	92	195	63	61	74	162	199	42	74	38

#### TABLE 37:

#### [ASK IF 'YOUNG ENTREPRENEURS CONNEXION PROGRAM/SEED CAPITAL' (CODE 08) NOT MENTIONED IN Q.33] Have you ever heard of the Young Entrepreneurs ConneXion Program, sometimes referred to as the Seed Capital program?

			Prov	ince		Lang	uage	Ge	ender		Age				Education		Busi	iness	Opera	ition
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes, have heard of it	63	63	58	72	59	65	55	62	65	21	55	74	26	56	69	72	70	56	53	34
No, have never heard of it	36	35	41	27	41	34	43	36	35	79	44	25	72	44	29	27	28	42	47	66
Don't know/No answer	1	2	1	1	0	1	2	2	0	0	1	2	2	0	3	1	1	3	0	0
WEIGHTED SAMPLE SIZE (#)	530	216	161	113	40	454	76	333	197	61	132	338	58	111	99	241	342	51	84	36
UNWEIGHTED SAMPLE SIZE (#)	534	200	88	200	46	491	43	338	196	132	128	274	111	101	98	204	283	60	103	66

							٦	TABLE	38:											
Which, if any, of	the follow	ving	was t	he si	ngle	most imp	oortant s	ource	of financ	ing th	nat yo	ou us	ed wh	en star	ting your bu	siness? Wa	s it:			
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	iness	Opera	ition
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Government financial assistance	15	12	19	18	7	14	23	15	14	16	16	14	17	18	16	13	16	17	15	8
Banks or credit unions	12	11	15	11	15	11	24	13	10	5	19	11	2	11	8	16	12	16	7	17
Funding from family or friends	13	16	10	16	2	14	7	13	15	11	12	15	9	9	15	16	13	11	16	14
Your own personal savings or funds	13	14	10	14	12	13	8	14	10	12	6	15	12	8	14	15	13	10	15	10
The personal savings or funds of any partners you have in your buisness	13	12	17	9	11	13	9	16	8	13	10	14	15	17	10	12	14	17	8	8
Credit Cards	10	6	12	10	14	10	7	12	4	9	10	9	21	15	5	6	11	2	10	6
The business Development Bank of Canada	9	12	5	7	13	9	9	7	13	7	9	10	6	12	10	7	9	4	9	20
Venture capital sources	10	10	12	7	14	9	13	9	11	20	11	8	9	7	12	10	9	14	12	6
Some other source	6	8	4	7	2	6	5	4	10	3	5	7	4	8	5	6	7	8	4	0
SEED Capital program	5	4	5	8	6	6	2	5	5	0	2	7	0	5	6	7	6	5	2	3
YES program	1	2	0	0	0	1	0	1	1	6	1	0	2	1	2	0	0	4	1	3
ACOA	1	1	1	3	0	1	0	1	1	0	1	1	0	1	1	2	1	2	1	0
Sold shares/Shareholders	1	1	0	0	2	1	0	0	1	5	0	0	5	0	0	0	0	1	1	2
None/No assistance needed	0	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	2
Don't know/No answer	0	0	0	1	2	0	0	0	0	0	0	1	0	1	0	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

									TABLE	39:										
How important, if at all,	would yo	u say	it is	that	the g	overnme	nt make	financ	ing availa	able to	o you	ng pe	ople wł	no want	to start their o	own business	? Woul	d you s	ay it is.	:
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bu	siness	Operat	ion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Critically important	72	73	71	71	70	72	69	71	72	52	79	72	65	74	82	68	74	69	66	71
Important but not critical	27	24	28	28	30	26	31	27	27	46	19	26	33	25	16	31	24	31	31	26
Not very important	1	2	0	1	0	1	0	1	1	0	1	1	2	0	0	1	1	0	1	3
Not at all important	1	1	1	0	0	1	0	1	0	1	1	0	0	1	1	0	1	0	1	0
Don't know/No answer	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

To the best of your knowledge, which, if any, of the following six types of assistance is available from the government to help young people start a business?

#### **Financial assistance**

						1				-			-							
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bu	siness	Operati	ion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	90	92	90	90	76	90	88	89	90	79	92	90	89	85	93	90	90	91	84	89
No	5	4	5	6	9	5	6	6	3	8	4	5	5	7	3	5	5	2	8	3
Don't know/No answer	5	4	5	5	14	5	6	4	7	13	4	4	6	9	4	5	4	7	8	8
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

To the best of your k	nowledg	e, wh	ich, il	fany	, of t	he follow		pes of	TABLE 4 f assistar unselling	nce is				ie govei	rnment to hel	p young peol	ole sta	rt a bus	siness?	?
	Province         Language         Gender         Age         Education         Business Operation															tion				
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	79	82	78	78	74	78	87	79	81	74	78	81	74	78	74	84	78	82	78	79
No	14	12	17	15	16	15	11	15	14	18	15	14	20	18	19	10	15	13	16	17
Don't know/No answer	6	6	5	8	9	7	2	6	6	8	7	5	6	4	7	7	7	5	7	4
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

#### TABLE 40c:

To the best of your knowledge, which, if any, of the following six types of assistance is available from the government to help young people start a business?

#### Promoting business ownership as a career

			_					-									_			
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	siness	Operat	lion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	59	65	49	63	53	59	56	58	61	56	59	60	56	59	61	59	57	62	69	49
No	30	22	38	29	37	28	37	31	27	39	31	27	40	36	29	26	30	28	24	43
Don't know/No answer	11	13	13	8	10	12	7	11	12	6	10	13	5	6	11	15	13	9	7	8
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

#### TABLE 40d:

To the best of your knowledge, which, if any, of the following six types of assistance is available from the government to help young people start a business?

#### Business skills training

			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	siness	Operat	tion
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	72	76	71	67	70	71	81	73	70	74	72	72	73	72	67	72	71	77	72	74
No	21	18	22	25	16	21	17	21	20	19	22	20	20	23	25	19	21	18	22	16
Don't know/No answer	7	6	7	8	13	8	2	6	9	7	6	8	7	5	8	9	8	5	6	10
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 40e: To the best of your knowledge, which, if any, of the following six types of assistance is available from the government to help young people start a business? Courses about business ownership in the education system Province Gender Education **Business Operation** Language Age Overall 25-L.T. F-T F-T P-T P-T 15-20-Grad Some Grad NS NB NF PE English French Male Female H.S. Coll./Univ. H.S. Coll./Univ. Now Past Now Past Yes No Don't know/No answer WEIGHTED SAMPLE 246 174 122 SIZE (#) UNWEIGHTED 95 213 54 138 146 305 117 SAMPLE SIZE (#)

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#### TABLE 40f:

To the best of your knowledge, which, if any, of the following six types of assistance is available from the government to help young people start a business?

			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	iness	Opera	ition
	Overall	NS	NB	NF	PE	English	French	Male	Female	15- 19	20- 24	25- 29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	9	8	10	9	9	9	11	11	6	14	5	10	16	6	8	10	9	7	14	7
No	88	88	89	89	87	88	89	87	92	84	94	87	79	93	90	87	89	93	79	90
Don't know/No answer	1	2	0	1	4	2	0	1	2	1	0	2	3	1	1	2	1	0	4	0
Grants	1	1	1	1	0	1	0	1	0	1	1	1	2	0	1	1	1	0	2	2
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

#### And are you aware of any other types of government assistance?

								-	TABLE 4	1:										
					ļ	And do yo	ou feel m	ore co	mfortable	e des	cribin	ıg yoı	ırself a	s:						
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bu	siness	Operat	tion
	Overall     NS     NB     NF     PE     English     French     Male     Female     15- 19     20- 24     25- 29     L.T.     Grad H.S.     Some Coll./Univ.     Grad Coll./Univ.															F-T Now	F-T Past	P-T Now	P-T Past	
Self-employed	NS NB NF PE English French Male Female 15-20-25-L.T. Grad Some Grad Coll./Univ. No															37	26	32	27	
A business owner	31	26	37	28	39	31	32	31	30	31	29	31	32	22	26	37	32	31	28	28
An entrepreneur	29	31	22	35	35	30	26	31	28	45	35	25	38	27	38	26	25	29	40	43
All of the above	1	2	2	0	0	1	2	1	1	0	0	2	2	1	1	1	2	0	0	0
None of the above	2	3	2	2	0	2	4	2	1	0	1	3	0	5	0	2	1	12	0	2
Don't know/No answer	1	1	2	0	0	1	3	1	1	0	2	1	0	0	0	2	1	0	0	0
Other	1	2	0	1	0	1	0	1	1	0	0	1	0	2	2	0	1	2	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

			Whie	ch on	le of	the follow	wing two		BLE 42: nents co	mes o	lose	r to yo	our ow	n think	ing?					
			Prov	ince		Lang	uage	Ge	ender		Age				Education		Bus	siness	Opera	tion
	Overall       NS       NB       NF       PE       English       French       Male       Female       15-       20-       24-       29-       L.T.       Grad       Some       Grad       F-T       Now       Past       Now       Past       Now       Past															P-T Past				
All things considered, operating a business and protecting the environment are not compatible	IndexINDINDINDINDINDINDINDIndex															8				
It is possible to operate a business without harming the environment	93	94	95	93	90	94	89	95	90	89	96	93	91	92	96	93	95	93	88	92
Don't know/No answer	1	0	2	1	4	1	4	1	1	0	0	2	2	3	0	1	1	0	1	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

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	Do	o eith	er of	your	[par	ents/gua	rdians] n		ABLE 43: vn busine		or did	they	own a	a busin	ess in the pa	ast?				
	Province     Language     Gender     Age     Education     Business Operatio       Overall     Image     Image     Image     Image     Image     Image     Image															tion				
																P-T Past				
Yes	58	60	63	47	51	57	62	57	60	50	60	58	54	64	61	55	60	45	59	49
No	42	40	37	53	49	43	38	43	40	50	40	42	46	36	39	45	40	55	41	51
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

			O	n ave	rage	, would y	ou say y		TABLE 4		PON	SES IN	I ORDE	R] each	week:					
	Surfing the web/Internet																			
Province         Language         Gender         Age         Education         Business Operation           Overall         Image         Im															ion					
	Overall NS NB NF PF English French Male Female 15- 20- 25- L.T. Grad Some Grad F-T F-T P-T F															P-T Past				
A lot of time	30	35	27	28	23	31	23	34	23	29	34	29	23	25	36	33	31	37	28	25
Some time	35	35	31	39	43	36	30	36	34	35	32	36	28	28	35	40	33	31	43	40
Not very much time, or	17	14	21	14	17	16	21	15	20	27	13	16	23	26	14	13	15	19	21	22
No time	18	16	21	19	18	17	26	16	22	9	22	18	26	21	15	15	22	13	8	13
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

									TA	BLE 4	4b:									
				C	On av	/erage, w	ould you	say y	ou spend	[REA	DRES	SPON	SES IN	ORDER]	each week:					
	Reading daily newspapers																			
	Province     Language     Gender     Age     Education     Business Operation       Overall     0     15, 20, 25, LT     Grad     Some     Grad     F-T     F-T     P-T     F-T															ion				
	Overall NS NB NF PF English French Male Female 15- 20- 25- L.T. Grad Some Grad F-T F-T P-T															P-T Past				
A lot of time	22	18	21	29	26	22	22	23	20	18	29	20	15	24	19	24	20	29	19	31
Some time	46	47	43	49	42	46	44	45	48	39	46	47	42	42	44	48	45	50	44	48
Not very much time	20	21	25	14	20	20	23	22	18	26	18	20	26	21	24	18	21	12	26	15
No time	12	15	11	9	12	12	11	11	14	17	7	14	17	14	13	10	14	10	11	6
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

									ТА	BLE 4	4c:									
				C	On av	verage, w	ould you	say y	ou spend	[REA	DRE	SPON	SES IN	ORDER	each week:					
	Reading weekly newspapers																			
	Overall         Province         Language         Gender         Age         Education           Overall         NO         ND         ND         DE         Earstick         Earstick															Bu	isiness	Operati	ion	
	Overall     NS     NB     NF     PE     English     French     Male     Female     15- 19     24- 24     29- 24     25- 29     L.T.     Grad H.S.     Some Coll./Univ.     Grad Coll./Univ.     F-T Now     F-T Past     P-T Now															P-T Past				
A lot of time	NS NB NF PE English French Male Female 15- 20- 25- L.T. Grad Some Grad F-1 F-1 P-1 Now Past Now															17				
Some time	36	30	35	47	37	35	40	35	37	36	42	33	38	32	35	36	36	29	36	35
Not very much time	24	24	28	15	31	23	30	26	20	26	25	23	25	27	26	22	23	29	22	23
No time	25	33	22	15	20	27	13	24	26	27	16	28	30	24	22	26	25	25	30	21
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	2
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

									ТА	BLE 4	4d:									
				C	On av	/erage, w	ould you	say y	•	-			SES IN	ORDER]	each week:					
	Watching television Province Language Gender Age Education Business Operation																			
																ion				
	Overall NS NB NF PF English French Male Female 15- 20- 25- L.T. Grad Some Grad F-T F-T P-T I															P-T Past				
A lot of time	NS NB NF PE English French Male Female 15- 20- 25- L.1. Grad Some Grad F-1 F-1 P-1 P- 19 24 29 H.S. H.S. Coll./Univ. Coll./Univ. Now Past Now Past															29				
Some time	47	46	46	51	53	46	57	47	48	40	48	49	37	44	46	52	48	48	49	45
Not very much time	23	23	23	22	26	24	16	22	24	23	25	22	29	22	26	22	23	18	23	23
No time	11	12	13	7	4	11	10	10	12	10	8	12	5	16	9	10	14	2	9	4
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

									ТА	BLE 4	4e:									
				C	On av	/erage, w	ould you	say y	ou spend	[REA	D RES	SPON	SES IN	ORDER]	each week:					
	Listening to the radio																			
	Province     Language     Gender     Age     Education     Business Operation       Overall     us     u															ion				
	Overall NS NB NF PF English French Male Female 15- 20- 25- L.T. Grad Some Grad F-T F-T P-T I															P-T Past				
A lot of time	NS NB NF PE English French Male Female 15- 20- 25- L.I. Grad Some Grad F-I F-I P-I P 19 24 29 H.S. H.S. Coll./Univ. Coll./Univ. Now Past Now Pa															38				
Some time	36	35	32	42	43	37	33	38	32	29	28	41	27	29	33	42	35	33	46	33
Not very much time	17	18	21	13	7	16	26	18	16	20	21	15	9	22	26	13	18	13	16	14
No time	9	9	11	7	2	8	13	9	9	19	10	7	9	12	10	7	9	14	6	16
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

									TA	BLE 4	4h:									
				C	On av	verage, w	ould you	say y	ou spend	[REA	D RE	SPON	SES IN	ORDER	each week:					
	Reading magazines																			
	Province     Language     Gender     Age     Education     Business Operation       Overall     us     u															ion				
	Overall NS NB NF PF English French Male Female 15- 20- 25- L.T. Grad Some Grad F-T F-T P-T															P-T Past				
A lot of time	NS NB NF PE English French Male Female 19 24 29 H.S. Grad Some Grad F-1 P-1 P-1 P Coll./Univ. Now Past Now Pa															20				
Some time	45	45	48	43	43	45	42	46	43	39	46	46	46	46	43	47	48	36	40	43
Not very much time	25	25	21	30	30	25	26	28	20	22	26	25	17	22	28	26	23	26	34	24
No time	15	18	13	9	16	15	11	13	18	19	14	14	19	19	11	12	15	13	13	13
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72