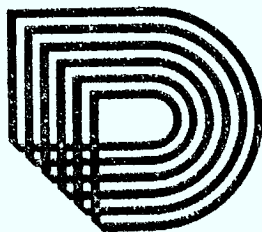


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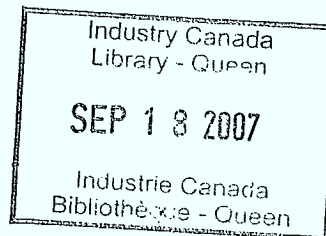
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STUDY OF BUSINESS
START-UPS IN CANADA

Decision Marketing Research Limited



RESEARCH REPORT



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STUDY OF BUSINESS

START-UPS IN CANADA

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PURPOSE AND SCOPE

PURPOSE AND SCOPE

PURPOSE

The purpose of the study is to gather information that will enable all levels of government to make policy decisions for future programs. Information on youth, women and their employment creation will help to determine their respective contribution towards the economy.

SCOPE

The study/survey should provide quantitative and qualitative information on:

- 1) the age, sex, national origin, educational level, marital status and previous and present occupation of registrants;
- 2) the kinds of businesses being started and where they are located;
- 3) the reasons why registrants are starting businesses;
- 4) where the money to finance the business is coming from and the amount used at start-up;
- 5) whether the entrepreneurs are creating or using innovative methods and techniques;
- 6) the source of any innovation being used.

METHOD

METHOD

This study was conducted among companies which were registered or incorporated in 1987. The following sources were used to generate the names and addresses of qualifying businesses:

- Newfoundland: Computer listing of registrations and incorporations provided by the province.
- Prince Edward Island: The Royal Gazette for registrations and incorporations.
- Nova Scotia: Computer listing of registrations and incorporations provided by the province.
- New Brunswick: The Royal Gazette for registration and incorporations.
- Quebec: Labels of registration and incorporations provided by the province.
- Ontario: New Business Report provided registrations Metropolitan Toronto region, and incorporations in the same area. As well, the actual registrations for the balance of Ontario were used.
- Manitoba: The Manitoba Gazette for registrations and incorporations.
- Saskatchewan: The Saskatchewan Gazette for registrations and incorporations.

- Alberta: The Alberta Gazette, for incorporation and the Alberta Commercial Bulletin for registration;
- British Columbia: The British Columbia Gazette, for incorporation; the registration forms were sampled and individually extracted for this study.
- North West Territories
And The Yukon: List of registrations and incorporations provided by these two areas.

A count of the total number of registered and incorporated businesses was made for each province. Then every nth name was extracted to provide the required number of companies to take part in the survey. In the Northwest Territories and the Yukon, mailings were sent to every name supplied (if the listing showed a complete address) due to a paucity of names. The first mailing of the questionnaire was sent the week of August 2nd, 1988, and the second mailing was sent one week later.

To assure confidentiality respondents were not asked to identify either themselves or their businesses. Thus, it was not possible to record which ones had returned a completed questionnaire or which ones had been returned as undeliverable by Canada Post. For this reason, the second mailing was sent to the same respondents who had received the first mailing.

Each mailing consisted of a questionnaire, a letter explaining why the study was being conducted and, in the case of the second mailing, another letter outlining why everyone was receiving the second mailing. Also included in the envelope was a self-addressed envelope with return postage paid by Decision Marketing Research Limited.

The file was closed on September 9th, 1988 and a total of 1731 completions were processed. The table which follows shows the total number of businesses to whom the two mailings were sent, the undeliverable count and the completions.

Total companies Mailed To	11051
Returned As Undeliverable	1959*
Returned, Completed	1874

* One may assume that these represent returns from both mailings, which make the total returns from companies approximately 980.

Of these completed returns, the breakdown was as follows:

Total Completed Returns (as of September 28, 1988)	1874	100%
Tabulated	1731	93
Unuseable	25	1
Returned After Closing Date	118	6

Following is a chart showing the proposed mailout, the actual mailout, the number of returns tabulated, and the percentage of the total mailout that the returns represent. This is shown in total and by province or territory.

	<u>Proposed Mailout</u>	<u>Actual Mailout</u>	<u>Number Tabulated</u>	<u>Percent Of Actual Mailout Tabulated</u> %
Newfoundland	560	578	129	22
Prince Edward Island	560	469	113	24
Nova Scotia	560	577	122	21
New Brunswick	560	560	104	19
Quebec	2800	2970	444	15
Ontario	3360	3268	342	10
Manitoba	560	572	82	14
Saskatchewan	560	625	125	20
Alberta	560	580	70	12
British Columbia	560	561	106	19
North West Territories	560	173	49	28
The Yukon		118	49	28
More Than One Province/Or				
Not Stated	-	-	25	-
Total	11200	11051	1731	16%

Weighting Was Applied In The Following Manner:

<u>Province</u>	<u>Unweighted</u>	<u>Multiplied By</u>	<u>Weighted</u>
Newfoundland	129	.380	49
Prince Edward Island	113	.133	15
Nova Scotia	122	.508	62
New Brunswick	104	.500	52
Quebec	444	.957	425
Ontario	342	1.538	526
Manitoba	82	.671	55
Saskatchewan	125	.648	81
Alberta	70	2.729	191
British Columbia	106	2.274	241
North West Territories	49	.102	5
Yukon	20	.200	4
All Others	25	1.000	25
Total	1,731		1,731

These weights were assigned based upon the number of businesses started in each area in the preceding year. This weighting means that the "total" figures shown do fairly represent all new Canadian businesses.

RESULTS

RESULTS

The results are reported under two main headings.

1. Highlights
2. General Summary

A copy of the questionnaires used are included in the Technical Appendix.

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DECISION MARKETING RESEARCH LIMITED

GENERAL SUMMARY

GENERAL SUMMARY

A. BASIC CHARACTERISTICS

1. Current Status Of Business

This study was conducted among companies that, according to government records*, were companies which were registered or incorporated in 1987. At the time that the respondents completed the questionnaire on their business 87% were operating, 8% were not yet operating and 5% were no longer operating.

See page ii of the description of the "Method" used in this study for a complete description of government sources.

2. Date Started Operating Business

While according to government records all of the businesses were officially registered or incorporated in 1987, when asked what was their registration date or date that they started operating a broader range of dates was given. Aside from a faulty memory, the majority of these differences probably reflect the fact that the businesses may have been operating before they were registered or incorporated or did not start to operate immediately upon registration or incorporation.

DATE STARTED OPERATING BUSINESS, BY STATUS OF COMPANY - PAGE 1

Question 1A

Base: All Respondents

	<u>Total</u>	<u>Operating</u>	<u>Not Yet Operating</u>	<u>No Longer Operating</u>
Unweighted	(1731)	(1523)	(121)	(87)
Weighted	(1731)	(1498)	(142)	(92)
	%	%	%	%
1988				
July	2	1	5	-
June	2	1	4	-
May	1	1	-	1
April	1	1	-	-
March	1	1	-	-
February	1	1	-	1
January	3	3	4	2
1988 Unspecified	3	2	8	5

DATE STARTED OPERATING BUSINESS, BY STATUS OF COMPANY - PAGE 2

Question 1A

Base: All Respondents

	<u>Total</u>	<u>Operating</u>	<u>Not Yet Operating</u>	<u>No Longer Operating</u>
Unweighted	(1731)	(1523)	(121)	(87)
Weighted	(1731)	(1498)	(142)	(92)
1987	%	%	%	%
December	2	2	3	3
November	5	5	4	4
October	4	5	5	2
September	5	4	9	10
August	4	5	1	2
July	5	6	3	1
June	6	6	7	7
May	6	7	2	7
April	7	7	3+	4
March	5	5	4	10
February	4	4	4	5
January	5	6	3	8
1987 Unspecified	1	1	3	1

DATE STARTED OPERATING BUSINESS, BY STATUS OF COMPANY - PAGE 3

Question 1A

Base: All Respondents

	<u>Total</u>	<u>Operating</u>	<u>Not Yet Operating</u>	<u>No Longer Operating</u>
Unweighted	(1731)	(1523)	(121)	(87)
Weighted	(1731)	(1498)	(142)	(92)
1986	%	%	%	%
Dec./Nov./Oct.	2	2	4	2
Sept./Aug./July	1	1	*	2
June/May/April	2	2	*	*
March/Feb./Jan.	2	2	-	2
1986 Unspecified	*	*	*	-
1985	3	3	1	-
1984	2	2	2	4
1983	2	2	-	2
1982/1981/1980	3	3	*	1
1979 - 1970	3	3	-	2
Before 1970	1	1	-	-
Not Stated	6	5	21	12

* Less than One Half Of One Percent

3. Respondent's Role In Business

The questionnaire asked that the data be produced by the owner or one of the owners of the company, if possible. In the majority of cases the questionnaire was completed by either the owner or the owner's spouse.

RESPONDENT'S ROLE IN BUSINESS, BY STATUS OF COMPANY

Base: All Respondents

	<u>Total</u>	<u>Operating</u>	<u>Not Yet Operating</u>	<u>No Longer Operating</u>
Unweighted	(1731)	(1523)	(121)	(87)
Weighted	(1731)	(1498)	(142)	(92)
	%	%	%	%
Owner	86	86	89	89
Owner's Spouse	7	7	5	5
Manager, General Manager, Assistant Manager	2	2	*	*
Controller, Treasurer, Accountant	1	1	2	4
President	1	1	1	-
Other	1	1	*	-
Not Stated	2	2	3	2

4. Province Or Territory of Registration

The actual number of businesses who completed questionnaires is presented earlier*. In order to allow for the differences in levels of completion by province, the figures were weighted so that each province was represented in the results of this study in proportion to the actual number of businesses started.

* See page iv of the description of the "Method" for these figures.

PROVINCE OR TERRITORY OF REGISTRATION,, BY STATUS OF COMPANY

Question 1B

Base: All Respondents

	<u>Total</u>	<u>Operating</u>	<u>Not Yet Operating</u>	<u>No Longer Operating</u>
Unweighted	(1731)	(1523)	(121)	(87)
Weighted	(1731) %	(1498) %	(142) %	(92) %
Newfoundland	3	3	*	*
Prince Edward Island	1	1	*	1
Nova Scotia	4	4	2	2
New Brunswick	3	3	3	3
Quebec	24	25	18	29
Ontario	30	30	30	35
Manitoba	3	3	6	2
Saskatchewan	5	5	2	3
Alberta	11	11	12	9
British Columbia	14	13	24	12
North West Territories	*	1	1	1
Yukon	*	*	-	1
More Than One Prov- ince or Territory	1	1	-	1
Not Stated	1	*	2	1

* Less Than One Half Of One Percent

5. Organization Of Businesses, By Status Of Company

Almost 5 in 10 of all the new businesses are sole proprietorships (46%), 2 in 10 are partnerships (18%) and 3 in 10 are incorporated (34%). Incorporated companies are more likely than sole proprietorships to be operating at the time of the study.

ORGANIZATION OF BUSINESS, BY STATUS OF COMPANY

Question 1C

Base: All Respondents

	<u>Total</u>	<u>Operating</u>	<u>Not Yet Operating</u>	<u>No Longer Operating</u>
Unweighted	(1731)	(1523)	(121)	(87)
Weighted	(1731)	(1498)	(142)	(92)
	%	%	%	%
Sole Proprietorship	46	44	63	56
Incorporated	34	37	17	17
Partnership	18	17	17	24
Not Stated	2	2	3	3

Note: Throughout this report circles are used to draw attention to large numbers and squares to denote small numbers.

6. Age

Seven in 10 of the respondents are between 25 and 44 years of age.

AGE OF RESPONDENTS, BY STATUS OF COMPANY

Question A

Base: All Respondents

	<u>Total</u>	<u>Operating</u>	<u>Not Yet Operating</u>	<u>No Longer Operating</u>
Unweighted	(1731)	(1523)	(121)	(87)
Weighted	(1731) %	(1498) %	(142) %	(92) %
Under 18 Years	*	*	2	-
18 to 24 Years	7	6	11	15
25 to 34 Years	36] 70%	36] 70%	34] 71%	33] 66%
35 to 44 Years	34]	34]	37]	33]
45 to 54 Years	15	16	9	10
55 to 64 Years	7	7	6	6
65 Years or Over	1	1	1	-
Not Stated	*	*	-	3

* Less Than One Half Of One Percent

7. Sex

Seven in 10 (71%) are men and 3 in 10 (28%) are women.

#80045

SEX OF RESPONDENTS, BY STATUS OF COMPANY

Question B

Base: All Respondents

	<u>Total</u>	<u>Operating</u>	<u>Not Yet Operating</u>	<u>No Longer Operating</u>
Unweighted	(1731)	(1523)	(121)	(87)
Weighted	(1731)	(1498)	(142)	(92)
	%	%	%	%
Male	71	71	75	71
Female	28	28	25	25
Not Stated	1	1	-	4

8. Education

Almost 7 in 10 have some post-secondary school education (67%).

EDUCATION OF RESPONDENTS, BY STATUS OF COMPANY

Question C

Base: All Respondents

	<u>Total</u>	<u>Operating</u>	<u>Not Yet Operating</u>	<u>No Longer Operating</u>
Unweighted	(1731)	(1523)	(121)	(87)
Weighted	(1731) %	(1498) %	(142) %	(92) %
No Formal Education	*	*	-	-
Elementary or Public School	3	3	1	1
Some High School	13	12	15	21
Completed High School	16	16	17	12
Some Community College, Technical School	11	11	10	13
Completed Community College, Technical School	17	17	21	14
Some University	12	12	13	13
Completed University	27	28	23	20
Not Stated	1	*	-	6

* Less Than One Half Of One Percent

9. Marital Status

Over 7 in 10 are married (74%).

MARITAL STATUS OF RESPONDENTS, BY STATUS OF COMPANY..

Question D

Base: All Respondents

	<u>Total</u>	<u>Operating</u>	<u>Not Yet Operating</u>	<u>No Longer Operating</u>
Unweighted	(1731)	(1523)	(121)	(87)
Weighted	(1731) %	(1498) %	(142) %	(92) %
Married (Including Common- Law)	74	75	58	70
Single	16	15	31	21
Widowed, Divorced, or Separated	9	9	10	6
Not Stated	1	1	1	3

10. Country Of Birth

Eight in 10 were born in Canada (81%). Of the remainder 5% come from the United Kingdom.

COUNTRY OF BIRTH, BY STATUS OF COMPANY

Question E

Base: All Respondents

	<u>Total</u>	<u>Operating</u>	<u>Not Yet Operating</u>	<u>No Longer Operating</u>
Unweighted	(1731)	(1523)	(121)	(87)
Weighted	(1731) %	(1498) %	(142) %	(92) %
Canada	81	80 ✓	82	88
United Kingdom	5	5 ✓	5	1
United States	1	1	3	-
Hong Kong	1	1	2	1
Germany	1	2 ✓	-	-
Italy	1	1	4	2
West Indies	1	1	-	-
Philippines	1	1	-	-
India	1	1	-	-
Greece	*	*	-	2
Holland, The Netherlands	*	*	-	2
Korea	1	1	-	-
African Countries	1	1	*	-
Middle East	*	*	1	2
Other Asian Countries	1	1	1	-
Other European Countries	3	3 ✓	1	-
Other	1	1	1	-
Not Stated	*	*	-	2

* Less Than One Half Of One Percent

11. Citizenship

Almost all are Canadian citizens (95%).

#80045

CITIZENSHIP, BY STATUS OF COMPANY

Question F

Base: All Respondents

	<u>Total</u>	<u>Operating</u>	<u>Not Yet Operating</u>	<u>No Longer Operating</u>
Unweighted	(1731)	(1523)	(121)	(87)
Weighted	(1731) %	(1498) %	(142) %	(92) %
Yes, A Canadian Citizen	95	95	97	93
No, Not A Canadian Citizen	4	4	3	3
Not Stated	1	1	-	4

12. Full-Time or Part-Time

About 4 in 10 are not working full-time in the business. In those companies that are not yet operating, the majority (85%) are not working full-time in the business. Some of the people who have businesses that are no longer operating still claim to be working full-time in them--presumably closing them down.

#80045

WORKING FULL TIME OR NOT FULL TIME AT THIS NEW BUSINESS,
BY STATUS OF COMPANY

Question G

Base: All Respondents

	<u>Total</u>	<u>Operating</u>	<u>Not Yet Operating</u>	<u>No Longer Operating</u>
Unweighted	(1731)	(1523)	(121)	(87)
Weighted	(1731)	(1498)	(142)	(92)
	%	%	%	%
Full Time At New Business	56	62	12	16
Not Full Time At New Business	42	37	85	69
Not Stated	2	1	3	15

13. Previous Experience

People were asked if they had ever had a job that gave them relevant experience for the new business. Seven in 10 say that they have had such experience (68%).

#80045

PREVIOUS JOB GIVING RELEVANT EXPERIENCE FOR THIS NEW BUSINESS,
BY STATUS OF COMPANY

Question H

Base: All Respondents

	<u>Total</u>	<u>Operating</u>	<u>Not Yet Operating</u>	<u>No Longer Operating</u>
Unweighted	(1731)	(1523)	(121)	(87)
Weighted	(1731)	(1498)	(142)	(92)
	%	%	%	%
Yes, Previous Job Gave Relevant Experience	68	69	62	63
No, Previous Job Did Not Give Relevant Experience	31	31	37	33
Not Stated	1	*	1	4

* Less Than One Half Of One Percent

14. Nature Of Job Experience

Those who claimed to have had relevant job experience for the new business were asked what it was. In 7 out of 10 cases the experience is specifically related to the new business (65%) while in 2 out of 10 cases it is generally related (19%) or general managerial experience (15%).

NATURE OF JOB GIVING REVELANT EXPERIENCE FOR THIS NEW BUSINESS,
 BY STATUS OF COMPANY
 Question J

Base: All Respondents With Relative Experience For The Business

	<u>Total</u>	<u>Operating</u>	<u>Not Yet Operating</u>	<u>No Longer Operating</u>
Unweighted	(1177)	(1050)	(75)	(52)
Weighted	(1178)	(1034)	(87)	(57)
	%	%	%	%
Specific Related Experience	65	65	58	74
General Related Experience	19	19	19	16
Managerial Experience	15	16	12	2
Sales	5	5	8	14
Accounting	3	3	7	-
Owned Other Business	3	3	-	3
Secretarial; Bookkeeping	2	2	-	-
Career Change	2	2	3	3
Teaching; Training	1	1	2	-
Lawyer	1	1	-	-
Miscellaneous	1	1	-	3
Not Stated	2	2	1	2

15. Number Of Businesses Owned

For 6 in 10 this is the first and only business (58%). The others have now or previously have run another business or businesses.

NUMBER OF BUSINESSES OWNED, BY STATUS OF COMPANY

Question K

Base: All Respondents

	<u>Total</u>	<u>Operating</u>	<u>Not Yet Operating</u>	<u>No Longer Operating</u>
Unweighted	(1731)	(1523)	(121)	(87)
Weighted	(1731) %	(1498) %	(142) %	(92) %
My First and Only Business	58	57	63	57
My First, But I Have Started Another One Since	7	7	5	15
One Of A Number I Currently Own	15	15	14	6
The Only One I Now Own But Have Previously Owned Others	17	18	12	13
Not Stated	3	3	6	9

16. Language

The questionnaires were sent out in both of Canada's official languages. Eight in 10 were completed in English (77%) and 2 in 10 in French (23%).

LANGUAGE OF QUESTIONNAIRE, BY STATUS OF COMPANY

Base: All Respondents

	<u>Total</u>	<u>Operating</u>	<u>Not Yet Operating</u>	<u>No Longer Operating</u>
UNWEIGHTED	(1731)	(1523)	(121)	(87)
WEIGHTED	(1731)	(1498)	(142)	(92)
	%	%	%	%
English	77	77	83	74
French	23	23	17	26

17. Description Of Business

Categorization of the businesses were based upon respondents' descriptions of their businesses. They were asked what they make, sell, distribute, service etc., and what exactly they do. Their descriptions were then classified according to Statistics Canada's Standard Industrial Classifications.

Most of the new businesses formed are in the service industry (39%), this is followed by retail trade (21%) and construction (13%).

DESCRIPTION OF BUSINESS(ES), BY STATUS OF COMPANY

Question 2

Base: All Respondents

	<u>Total</u>	<u>Operating</u>	<u>Not Yet Operating</u>	<u>No Longer Operating</u>
Unweighted	(1731)	(1523)	(121)	(87)
Weighted	(1731)	(1498)	(142)	(92)
	%	%	%	%
Agriculture	2	2	1	2
Fishing And Trapping	*	*	-	-
Logging And Forestry	1	*	3	-
Mining, Quarrying And Oil Wells	1	*	2	5
Manufacturing	8	8	7	7
Construction	13	13	11	10
Transportation, Storage Communication, Utilities	4	4	2	8
Wholesale Trade	9	8	13	13
Retail Trade	21	21	16	24
Finance, Insurance And Real Estate	5	6	4	1
Service Industries	39	41	32	30
- Business	17	18	10	14
- Community, Health And Education	3	3	3	2
- Personal	19	20	19	14
Not Stated	3	2	13	6

* Less Than One Half Of One Percent

B. OPERATING BUSINESSES

Introduction

People were asked to classify their businesses according to whether they were "operating", "no longer operating" or "not yet operating". Each of these groups were asked some common questions (just covered in the preceding section) and some that were unique to them. The next three sections examine the questions that were unique to each company depending upon its operational status.

18. Business Space

In order to determine the type of space new companies utilize, people were asked how they would describe their business space.

Five in ten say that they operate from their home (47%), 4 in 10 from space leased for the business (38%) and 1 in 10 in space purchased for the business.

VOLUNTEERED DESCRIPTION OF BUSINESS SPACE

Question 3

Base: Respondents From Operating Businesses

	<u>Total</u>
Unweighted	(1523)
Weighted	(1498) %
In Your Home	47
In Space Leased For The Business	38
In Space Purchased For The Business	10
In Your Home And Space Leased For The Business	2
In Your Home And Space Purchased For The Business	*
Space Leased And Space Purchased For The Business	*
Other	*
Not Stated	2

* Less Than One Half Of One Percent

19. Source Of Start-Up Funds

When asked how the company's start-up was financed, 8 in 10 say personal funds (82%), 3 in 10 bank financing (31%) and 2 in 10 family (18%). No other source of funds approaches these first three in terms of popularity.

On average, more than one source of funds is tapped. Among those who stated their source of start-up (98%), the average number of sources was 1.7 .

SOURCE OF START-UP FUNDS

Question 4

Base: Respondents From Operating Businesses

	<u>Total</u>
Unweighted	(1523)
Weighted	(1498)
	%
Personal Funds	82
Bank Financing	33
From Family	18
Funds From Other Investors	7
Funds From A Related Company	7
From Friends	5
Provincial Government	5
Federal Government	2
Other Private Financial Institutions	2
Capital Market	1
Other Sources	2
Not Stated	2
Average Number Of Sources	1.7

20. Amount Of Start-Up Funds

The amount of money invested in starting up a business was defined to include legal, accounting and other consulting costs, licenses, equipment, services, inventory and so on. Most people invested less than \$15,000 (53%). Less than 2 in 10 invested \$75,000 or more (17%).

#80045

TOTAL AMOUNT OF START-UP FUNDS

Question 5

Base: Respondents From Operating Businesses

	<u>Total</u>
Unweighted	(1523)
Weighted	(1498) %
Less Than \$5,000.00	30
\$5,000.00 to \$14,999.00	23
\$15,000.00 to \$29,999.00	14
\$30,000.00 to \$74,999.00	15
\$75,000.00 to \$249,999.00	13
\$250,000.00 to \$499,999.00	2
\$500,000.00 And Over	2
Not Stated	1

21. Reasons For Starting A Business

In order to assist in understanding why people started a business they were asked to indicate to what extent they agreed with six statements. There is a high level of agreement that major incentives for starting a business include a sense of personal accomplishment, making money, being the boss, having freedom and making better use of skills and training. Less likely to be given as a reason to start a business is the desire to develop an idea or product.

REASONS FOR STARTING BUSINESS

Question 6

Base: Respondents From Operating Businesses

Statements	Total	Strongly Agree	Agree	Agree Slightly	Don't Agree At All	Not Stated	Mean
"I STARTED MY OWN BUSINESS TO ACHIEVE A PERSONAL SENSE OF ACCOMPLISHMENT"							
Unweighted	(1523) %						
Weighted	(1498) %	56	32	7	3	2	<u>3.4</u>
"I STARTED MY OWN BUSINESS TO MAKE MONEY"							
Unweighted	(1523) %						
Weighted	(1498) %	44	39	13	2	2	<u>3.3</u>
"I STARTED MY OWN BUSINESS TO BE MY OWN BOSS"							
Unweighted	(1523) %						
Weighted	(1498) %	50	28	13	7	2	<u>3.2</u>
"I STARTED MY OWN BUSINESS TO HAVE FREEDOM TO ADAPT MY OWN APPROACH TO MY WORK"							
Unweighted	(1523) %						
Weighted	(1498) %	43	32	16	7	2	<u>3.1</u>
"I STARTED MY OWN BUSINESS TO MAKE BETTER USE OF MY SKILLS AND TRAINING"							
Unweighted	(1523) %						
Weighted	(1498) %	41	36	14	7	2	<u>3.1</u>
"I STARTED MY OWN BUSINESS TO BE ABLE TO DEVELOP AN IDEA FOR A PRODUCT OR BUSINESS"							
Unweighted	(1523) %						
Weighted	(1498) %	29	29	19	21	2	<u>2.7</u>

Mean is calculated by assigning values from "4" for "strongly agree" to "1" for "don't agree at all".

22. Use Of High Technology In Production Of Goods Or Services

When asked if they used high technology to produce their goods or services 2 in 10 say that they do (21%).

#80045

USE OF HIGH TECHNOLOGY IN PRODUCTION OF GOODS OR SERVICES

Question 7A

Base: Respondents From Operating Businesses

	<u>Total</u>
Unweighted	(1523)
Weighted	(1498)
	%
Yes, Use High Technology In Production of Goods Or Services	21
No, Do Not Use High Technology In Production Of Goods Or Services	73
Not Stated	6

23. Technology Used To Produce Goods Or Services

Those who said that they used the new high technology to produce their goods or services were asked to explain the technology that they use. The definitions of high technology vary widely. Most often people thought of high technology as involving computers and their software programmes. However, some also include such things as fax machines and memory typewriters.

TECHNOLOGY USED TO PRODUCE GOODS OR SERVICES

Question 7B

Base: Respondents Using High Technology to Produce Goods Or Services

	<u>Total</u>
Unweighted	(285)
Weighted	(316) %
Computer; Personal Computer; Computer Technology or Products	39
Software; Specialized Software	17
Specialized Equipment Or Technology For Specific Trades	12
Computer With Peripherals; Modem; Printer	8
Latest Equipment Available; Newest Technology, Products	7
Computer Assisted Design	5
Telecommunications; Fax; Telex	5
Specialized Computer Applications	5
Specialized Technology For Building Trades	5
Specialized Equipment For Personal Care, Health, Beauty	3
Food Processing Equipment, Technology	3
Digital Electronics, Electronics	3
Word Processor; Memory Typewriter	3
Computer Graphics, Video Computer Graphics	3
Video Camera, Editing Equipment	3
Specialized Printing Equipment	3
Photo-reproduction Equipment, Photocopiers	2
Desktop Publishing	2
New Farm Technology, Equipment	2
Electronic Testing Equipment	2
Bio-Engineering	2
Sound Recording; Editing Equipment; Reproduction Equipment	1
Main Frame Computers	1
Refrigeration, Heating, Air Conditioning, Environment Control Tehcnology	1
High Quality Products	1
Photoprocessing Equipment, Materials	1
Miscellaneous	3
Not Stated	6

24. Source Of Technology Used To Produce Goods Or Services

When asked where they got this technology most name either their own research efforts (50%) or suppliers or customers (42%). A parent company and a university are the next most popular sources, with 1 in 10 naming each of these sources (9%).

SOURCE OF HIGH TECHNOLOGY USED TO PRODUCE GOODS OR SERVICES

Question 7C

Base: Respondents Using High Technology To Produce Goods Or Services

	<u>Total</u>
Unweighted	(285)
Weighted	(316)
	%
The Result Of Your Own Research Efforts	50
Suppliers; Customers	42
Your Parent Company	9
A University	9
An Industrial Association	<u>7</u>
Government Research	3
Computer Shop	3
My Work Experience	3
From The United States	2
From Europe; Overseas	2
Government Procurement	1
From The Franchise	1
Private Company	1
Within The Company	1
Miscellaneous	1
Not Stated	2

25. Original Source Of Technology Used To Produce Goods Or Services

When asked to reveal the original source of the new technology, the same sources are stated. However, people are somewhat less likely to claim the technology is the result of their own research efforts (37% versus 50%).

ORIGINAL SOURCE OF TECHNOLOGY USED TO PRODUCE GOODS OR SERVICES

Question 7D

Base: Respondents Using High Technology To Produce Goods Or Services

	<u>Total</u>
Unweighted	(285)
Weighted	(316)
	%
The Result Of Your Own Research Efforts	37
Suppliers; Customers	37
Your Parent Company	9
A University	8
An Industrial Association	5
Private Company	2
Government Procurement	2
Government Research	2
Computer Shop	2
From The United States	2
From Europe; Overseas	1
Miscellaneous	1
Not Stated	12

26. High Technology Goods Or Services Produced Or Provided

When asked if the goods or services that they produced or provided were high technology more than 1 in 10 say that they are (14%).

HIGH TECHNOLOGY GOODS OR SERVICES PRODUCED OR PROVIDED

Question 8A

Base: Respondents From Operating Businesses

	Unweighted	Total (1523)
	Weighted	(1498)
		%
Yes, Goods Or Services Produced Or Provided Are High Technology Goods Or Services		14
No, Goods Or Services Produced Or Provided Are Not High Technology Goods Or Services		81
Not Stated		5

27. Technology Of Goods Or Services Produced

Those who claim to produce or provide high technology goods or services were asked to describe them. The most popular categories are computers, specialized equipment, and software.

TECHNOLOGY OF GOODS OR SERVICES PRODUCED

Question 8B

Base: Respondents With High Technology Goods Or Services

	<u>Total</u>
Unweighted	(196)
Weighted	(209)
	%
Computer, Personal Computer, Computer Technology or Products	20
Specialized Equipment, Technology For Specific Trades	18
Software, Specialized Software	16
Latest Equipment Available; Newest Technology, Products	14
Digital Electronics, Electronics	7
Telecommunications, Fax, Telex	6
Specialized Computer Applications	6
High Quality Products	5
Computer Graphics, Video Computer Graphics	4
New Farm Technology Equipment	3
Word Processor, Memory Typewriter	3
Electronic Testing Equipment	2
Refrigeration, Heating, Air Conditioning, Environment Control Technology	2
Specialized Technology For Building Trades	2
Unique Use Of Materials, Unique Product	2
Information, Data	2
Specialized Equipment For Personal Care, Health, Beauty	2
Computer With Peripherals, Modem, Printer	1
Photoprocessing Equipment, Materials	1
Specialized Printing Equipment	1
Video Camera, Editing Equipment	1
Photo-reproduction Equipment, Photocopiers	1
Digital Recording Equipment	1
Miscellaneous	6
Not Stated	6

28. Sources Of High Technology Used In Goods Or Services Produced

Those who said that they were producing or providing high technology goods or services were asked the source or sources of this technology. Most claim that it comes from either their own efforts (51%) or suppliers or customers (42%).

#80045

SOURCE OF HIGH TECHNOLOGY USED IN GOODS OR SERVICES PRODUCED

Question 8C

Base: Respondents With High Technology Goods Or Services

	<u>Total</u>
Unweighted	(196)
Weighted	(209)
	%
The Results Of Your Own Research Efforts	51
Suppliers; Customers	42
Your Parent Company	11
A University	7
An Industrial Association	5
Government Research	5
From The United States	3
From Europe; Overseas	2
My Work Experience	2
Government Procurement	2
Private Company	1
Training; Trade Schools	1
Miscellaneous	2
Not Stated	2

29. Original Source Of Technology Used In Goods Or Services Produced

When the original source of the high technology goods or services produced was asked about, about equal numbers credit their own efforts (39%) or suppliers or customers (32%).

ORIGINAL SOURCE OF TECHNOLOGY USED IN GOODS OR SERVICES PRODUCED

Question 8D

Base: Respondents Producing High Technology Goods Or Services

	<u>Total</u>
Unweighted	(196)
Weighted	(209)
	%
The Results Of Your Own Research Efforts	39
Suppliers; Customers	32
Your Parent Company	11
A University	8
An Industrial Association	8
Government Research	5
Government Procurement	3
From Europe; Overseas	2
Private Company	2
From The United States	1
My Work Experience	1
Miscellaneous	2
Not Stated	15

C. BUSINESSES NO LONGER OPERATING

Introduction

This section deals with the 5% of businesses that were no longer operating at the time of the study.

30. Length Of Time Business Operated

While this study was conducted among businesses that were registered or incorporated in 1987, some of them had been operating before then. Seven in 10 of the businesses that are no longer operating, operated for less than a year (71%).

LENGTH OF TIME BUSINESS OPERATED

Question 3

Base: Respondents From Businesses No Longer In Operation

	<u>Total</u>
Unweighted	(87)
Weighted	(92)
	%
One Month Or Less	7
One To Less Than Three Months	16
Three To Less Than Six Months	19
Six Months To Less Than One Year	29
Twelve To Seventeen Months	12
Eighteen To Twenty-Three Months	5
Two Years Or More	9
Not Stated	3

31. Reasons Why Business Closed

When asked to describe the reason or reasons why their company was no longer operating, the top three reasons are:

- inability to make enough money
- difficulty in marketing the product or service and
- problems with financial backing.

REASONS WHY BUSINESS NO LONGER OPERATIONAL

Question 4

Base: Respondents From Businesses No Longer In Operation

	<u>Total</u>
Unweighted	(87)
Weighted	(92)
	%
Couldn't Make Enough Money At It	30
Difficult To Market The Product	25
Problems With Financial Backing	22
It Wasn't What I Wanted	15
Took Full Time Job ; No Time	8
Personal Reasons : Illness, Accidents, Moved	6
Production Problems	6
Problems With Associates, Distributors	6
Problems With Manpower	5
Market Too Small	5
Problems With Government	3
Too Much Competition	2
Business Sold/ Changed	2
Miscellaneous	9
Not Stated	3

32. Sources Used For Help Or Advice

Banks, the provincial government, the federal government, an accountant, a lawyer and a business consultant were all presented as potential sources of help or advice on starting a company. The respondents also added three other categories -- friends/family, a professional in the field and suppliers/manufacturers. Because these latter three categories were not suggested, the extent to which they were asked for help and found to be of assistance probably is understated relative to the six added categories.

Among companies that are no longer operating, the most frequently sought service of advice is a bank. In slightly less than half of the instances they found the advice given helpful.

SOURCES USED FOR HELP OR ADVICE, AND THEIR PERCEIVED USEFULNESS

Question 5A, B

Base: Respondents From Businesses No Longer In Operation

<u>Source</u>	<u>Total</u>	<u>Asked For Help</u>	<u>Was Of Assistance</u>	<u>Was Not Of Assistance</u>	<u>Not Stated</u>
BANKS					
Unweighted	(87) %				
Weighted	(92) %	40	17	20	3
AN ACCOUNTANT					
Unweighted	(87) %				
Weighted	(92) %	27	13	10	4
PROVINCIAL GOVERNMENT					
Unweighted	(87) %				
Weighted	(92) %	25	9	16	*
A BUSINESS CONSULTANT					
Unweighted	(87) %				
Weighted	(92) %	21	14	6	1
A LAWYER					
Unweighted	(87) %				
Weighted	(92) %	15	8	4	3
FEDERAL GOVERNMENT					
Unweighted	(87) %				
Weighted	(92) %	13	4	9	-
FRIENDS/FAMILY					
Unweighted	(87) %				
Weighted	(92) %	8	7	-	1
A PROFESSIONAL IN THE FIELD					
Unweighted	(87) %				
Weighted	(92) %	8	5	-	3
SUPPLIERS/ MANUFACTURERS					
Unweighted	(87) %				
Weighted	(92) %	6	6	-	-

* Less Than One Half Of One Percent

33. Perceived Areas Of Assistance Deemed Necessary To New Businesses

People who responded for businesses that were no longer in business were asked what sort of help they felt should be available for people who are thinking about starting a new business. Six areas were suggested. "Information" is the type of help which is selected most frequently. Grants and counselling are the type of help second most frequently requested.

PERCEIVED AREAS OF ASSISTANCE DEEMED NECESSARY TO NEW BUSINESS

Question 6

Base: Respondents From Businesses No Longer In Operation

	<u>Total</u>
Unweighted	(87)
Weighted	(92)
	%
Information	64
Grants	44
Counselling	42
Loan Guarantees	33
Salary Subsidies	26
Training Programmes	25
Miscellaneous	3
Not Stated	7

C. BUSINESSES NOT YET OPERATING

34. Expected Starting Date For Business

Eight percent of the companies studied were not yet operating. Of these almost half say that they either are not sure when they expect the business to open or that it will be more than a year from the time of the study.

EXPECTED STARTING DATE FOR BUSINESS

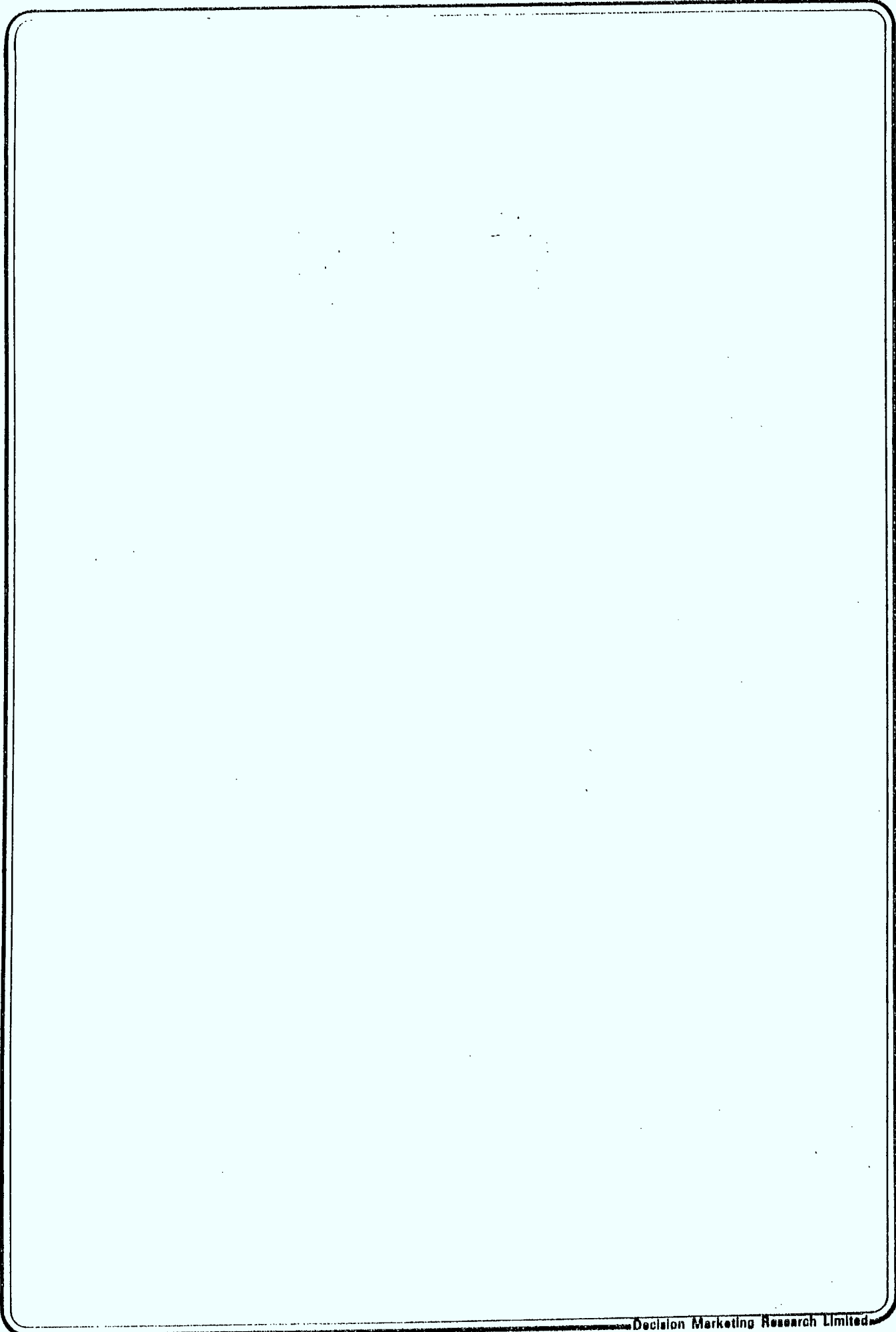
Question 3

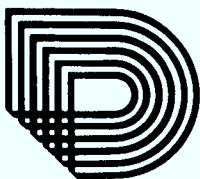
Base: Respondents From Not Yet Operating Business

	<u>Total</u>	
Unweighted	(121)	
Weighted	(142)	
	%	
Within The Next Month	11	
Between One And Less Than Three Months From Now	9	
Between Three And Less Than Six Months From Now	10	
Between Six Months And One Year From Now	21	
More Than A Year From Now	7	} 49%
Don't Know, Not Sure	42	

QUESTIONNAIRE

TECHNICAL APPENDIX





Decision Marketing Research Limited

661 Queen Street East, Toronto, Ontario M4M 1G4 (416) 469-5282

Dear Sir/Madame:

If you have completed the questionnaire that we sent you, please ignore this and accept our thanks.

If you have not returned it, would you please complete the enclosed form and mail it to us in the postage-paid envelope?

Thank you for your co-operation.

Nadine Robert

Nadine Robert
Project Director



Decision Marketing Research Limited

661 Queen Street East, Toronto, Ontario M4M 1G4 (416) 469-5282

Dear Sir/Madame:

Our company has been commissioned by the federal government Department of Regional Industrial Expansion, Small Business Office, to conduct a study among people who have started new businesses.

The information provided will be used to assess the needs of new businesses in Canada.

You are not asked to identify yourself on the questionnaire. All of your answers will be held in confidence. This is guaranteed by law.

"Sensitive third party information is protected under the provisions of Section 20 of the Access to Information Act. Any information contained in the survey, which cannot be disclosed because of the provisions of section 20 of the Access to Information Act, will be treated as strictly confidential."

The attached questionnaire should take about five to ten minutes to complete. You can return it to us in the enclosed postage-paid envelope.

Thank you for your co-operation.

Nadine Robert

Nadine Robert
Project Director

BUSINESS START-UP SURVEY

We would like this questionnaire to be completed by the owner, or one of the owners, of this company. If that is not convenient, please have it filled in by someone who is knowledgeable about the business. If you are an employee, please get as much information from the owner (or one of the owners) as possible.

PLEASE INDICATE YOUR ROLE IN THE BUSINESS. Circle the number beside the appropriate answer below, or specify your job title.

OWNER 1 5
OWNER'S SPOUSE 2

EMPLOYEE: PLEASE SPECIFY JOB TITLE:

1.A What is the date of registration of your business, or the date you started operating?

(MONTH) _____ (DAY) _____ (YEAR) 19 _____ 6
7

1.B In what province or territory did you register your business? Please circle the number beside the appropriate answer below.

Newfoundland 1 8
Prince Edward Island 2
Nova Scotia 3
New Brunswick 4
Quebec 5
Ontario 6
Manitoba 7
Saskatchewan 8
Alberta 9
British Columbia 1 9
North-West Territories 2
Yukon 3

1.C Which of the following describes your business?

Sole Proprietorship 1 10
Partnership 2
Incorporated 3

1.D Which of the following three statements best reflects the state of this business at the present time? Please circle the number beside one answer, and then go to the page indicated in the box beside it.

- | | | | |
|---------------------------|---|--------------------------------|----|
| NOT YET OPERATING | 1 | PLEASE CONTINUE BELOW | 11 |
| NO LONGER OPERATING | 2 | PLEASE GO TO PAGE THREE | |
| OPERATING | 3 | PLEASE GO TO PAGE FIVE | |

FOR COMPANIES NOT YET OPERATING

2. Please describe the business you intend to start - what it is that you intend to make, sell, distribute, service, etc, and what exactly you intend to do.

12/13

14/15

16/17

18/19

3. When do you expect your business to open? Please circle the number beside the appropriate phrase below.

- | | | |
|--|---|----|
| WITHIN THE NEXT MONTH | 1 | 20 |
| BETWEEN ONE AND LESS THAN
THREE MONTHS FROM NOW | 2 | |
| BETWEEN THREE AND LESS THAN
SIX MONTHS FROM NOW | 3 | |
| BETWEEN SIX MONTHS AND ONE
YEAR FROM NOW | 4 | |
| MORE THAN A YEAR FROM NOW | 5 | |
| DON'T KNOW; NOT SURE | 6 | |

NOW PLEASE GO TO PAGE NINE

FOR BUSINESSES NO LONGER IN OPERATION

2. Please describe your former business - what product you made, sold, distributed, serviced, etc, and what exactly you did.

21/22
23/24
25/26
27/28

3. About how long did your company operate? Please circle one number beside the appropriate answer below.

- ONE MONTH OR LESS 1 29
- ONE TO LESS THAN THREE MONTHS 2
- THREE TO LESS THAN SIX MONTHS 3
- SIX MONTHS TO LESS THAN ONE YEAR 4

ONE YEAR OR LONGER: PLEASE WRITE IN NUMBER OF YEARS:

4. Why is your company no longer operating? Please circle the numbers beside the appropriate answers.

- PROBLEMS WITH MANPOWER 1 30
- COULDN'T MAKE ENOUGH MONEY AT IT 1 31
- IT WASN'T WHAT I WANTED 1 32
- DIFFICULT TO MARKET THE PRODUCT 1 33
- PROBLEMS WITH FINANCIAL BACKING 1 34
- PRODUCTION PROBLEMS 1 35

OTHER: PLEASE DESCRIBE: _____
36/37
38/39
40/41
42/43

PLEASE GO TO PAGE FOUR

5.A Before you started this company, from which of the following did you ask for help or advice? Please circle the number beside each one that applies.

- BANK 1 44
- PROVINCIAL GOVERNMENT 1 45
- FEDERAL GOVERNMENT 1 46
- AN ACCOUNTANT 1 47
- A LAWYER 1 48
- A BUSINESS CONSULTANT 1 49
- SOMEONE ELSE: PLEASE DESCRIBE: 50

51

5.B If you asked any of the above for help and advice, were they of assistance to you, or not? Please answer Yes or No for each one that you asked for help.

- BANK YES 1 NO 2 52
- PROVINCIAL GOVERNMENT YES 1 NO 2 53
- FEDERAL GOVERNMENT YES 1 NO 2 54
- AN ACCOUNTANT YES 1 NO 2 55
- A LAWYER YES 1 NO 2 56
- A BUSINESS CONSULTANT YES 1 NO 2 57
- SOMEONE ELSE YES 1 NO 2 58

6. What sort of help do you feel should be available for people who are thinking about starting up a new business? Please circle one number beside each type of assistance you think should be available.

- INFORMATION 1 59
- COUNSELLING 1 60
- GRANTS 1 61
- LOAN GUARANTEES 1 62
- TRAINING PROGRAMMES 1 63
- SALARY SUBSIDIES 1 64

OTHER: PLEASE DESCRIBE: 65/66
 67/68
 69/70
 71/72

73/79

NOW PLEASE GO TO PAGE NINE

80 - 1

FOR OPERATING BUSINESSES

2. Please describe your business - what it is that you make, sell, distribute, service, etc, and what exactly you do.

_____	5/6
_____	7/8
_____	9/10
_____	11/12

3. How would you describe your business space?

- IN YOUR HOME 1 13
- IN SPACE LEASED FOR THE BUSINESS 2
- IN SPACE PURCHASED FOR THE BUSINESS 3

4. How was the company's start-up financed? Please circle as many numbers below as apply to your business start-up.

- PERSONAL FUNDS 1 14
- FROM FAMILY 1 15
- FROM FRIENDS 1 16
- FUNDS FROM OTHER INVESTORS 1 17
- FUNDS FROM A RELATED COMPANY 1 18
- CAPITAL MARKET 1 19
- BANK FINANCING 1 20
- OTHER PRIVATE FINANCIAL INSTITUTIONS 1 21
- PROVINCIAL GOVERNMENT 1 22
- FEDERAL GOVERNMENT 1 23

OTHER: PLEASE DESCRIBE:

_____	24/25
_____	26/27

5. How much was the original amount of money, in total, invested in the start-up of your business? This would include legal, accounting and other consulting costs, licenses, equipment, services, inventory, etc. Please circle the number beside one category below.

- LESS THAN \$5,000 1 28
- \$5,000 TO LESS THAN \$15,000 2
- \$15,000 TO LESS THAN \$30,000 3
- \$30,000 TO LESS THAN \$75,000 4
- \$75,000 TO LESS THAN \$250,000 5
- \$250,000 TO LESS THAN \$500,000 6
- \$500,000 AND OVER 7

PLEASE GO TO PAGE SIX

FOR OPERATING BUSINESSES

6. Would you rank each of the following statements for how well you agree with it? Please circle one number after each statement, to show your opinion. Please answer all the questions.

- I STARTED MY BUSINESS TO MAKE MONEY
- Strongly agree 1 29
 - Agree 2
 - Agree slightly, or 3
 - Don't agree at all 4
- I STARTED MY BUSINESS TO MAKE BETTER USE OF MY SKILLS AND TRAINING
- Strongly agree 1 30
 - Agree 2
 - Agree slightly, or 3
 - Don't agree at all 4
- I STARTED MY BUSINESS TO BE MY OWN BOSS
- Strongly agree 1 31
 - Agree 2
 - Agree slightly, or 3
 - Don't agree at all 4
- I STARTED MY BUSINESS TO HAVE FREEDOM TO ADAPT MY OWN APPROACH TO MY WORK
- Strongly agree 1 32
 - Agree 2
 - Agree slightly, or 3
 - Don't agree at all 4
- I STARTED MY BUSINESS TO ACHIEVE A PERSONAL SENSE OF ACCOMPLISHMENT
- Strongly agree 1 33
 - Agree 2
 - Agree slightly, or 3
 - Don't agree at all 4
- I STARTED MY BUSINESS TO BE ABLE TO DEVELOP AN IDEA FOR A PRODUCT OR BUSINESS
- Strongly agree 1 34
 - Agree 2
 - Agree slightly, or 3
 - Don't agree at all 4

PLEASE GO TO PAGE SEVEN

7.A Do you use the new high technology to produce your goods or services?

YES 1 NO 2 **Please skip to next page** 35

7.B If you answered yes, please explain briefly what technology you use.

_____ 36/37
 _____ 38/39
 _____ 40/41

7.C From where did you get this high technology? Please circle the numbers beside all the answers which apply.

THE RESULT OF YOUR OWN RESEARCH EFFORTS 1 42
 YOUR PARENT COMPANY 1 43
 SUPPLIERS, CUSTOMERS 1 44
 AN INDUSTRIAL ASSOCIATION 1 45
 GOVERNMENT PROCUREMENT 1 46
 GOVERNMENT RESEARCH 1 47
 A UNIVERSITY 1 48
 SOMEWHERE ELSE: PLEASE DESCRIBE: _____ 49/50
 _____ 51/52
 _____ 53/54

7.D What was the original source of this new technology?

THE RESULT OF YOUR OWN RESEARCH EFFORTS 1 55
 YOUR PARENT COMPANY 1 56
 SUPPLIERS, CUSTOMERS 1 57
 AN INDUSTRIAL ASSOCIATION 1 58
 GOVERNMENT PROCUREMENT 1 59
 GOVERNMENT RESEARCH 1 60
 A UNIVERSITY 1 61
 DON'T KNOW 1 62
 SOMEWHERE ELSE: PLEASE DESCRIBE: _____ 63/64
 _____ 65/66
 _____ 67/68

69/79

8.A Are the goods or services you produce or provide high-technology goods or services?

YES

1

NO 2

Please skip to next page

5

8.B If you answered yes, please explain briefly what technology you use.

6/7

8/9

10/11

8.C From where did you get this high technology? Please circle the numbers beside all the answers which apply.

- THE RESULT OF YOUR OWN RESEARCH EFFORTS .. 1 12
- YOUR PARENT COMPANY 1 13
- SUPPLIERS, CUSTOMERS 1 14
- AN INDUSTRIAL ASSOCIATION 1 15
- GOVERNMENT PROCUREMENT 1 16
- GOVERNMENT RESEARCH 1 17
- A UNIVERSITY 1 18

SOMEWHERE ELSE: PLEASE DESCRIBE:

19/20

21/22

23/24

8.D What was the original source of this new technology?

- THE RESULT OF YOUR OWN RESEARCH EFFORTS .. 1 25
- YOUR PARENT COMPANY 1 26
- SUPPLIERS, CUSTOMERS 1 27
- AN INDUSTRIAL ASSOCIATION 1 28
- GOVERNMENT PROCUREMENT 1 29
- GOVERNMENT RESEARCH 1 30
- A UNIVERSITY 1 31
- DON'T KNOW 1 32

SOMEWHERE ELSE: PLEASE DESCRIBE:

33/34

35/36

37/38

PLEASE GO TO PAGE NINE

TO BE ANSWERED BY EVERYONE

And now some information to help us classify the answers you have given us.

A. Into which of these age groups does your age fall? Please circle one number below.

- Under 18 years 1 39
- 18 to 24 years 2
- 25 to 34 years 3
- 35 to 44 years 4
- 45 to 54 years 5
- 55 to 64 years 6
- 65 years and over 7

B. Please record your sex:

- Male 1 40
- Female 2

C. What was the last level of formal education you reached? Please circle one number beside the appropriate category below.

- NO FORMAL EDUCATION 1 41
- ELEMENTARY OR PUBLIC SCHOOL 2
- SOME HIGH SCHOOL 3
- COMPLETED HIGH SCHOOL 4
- SOME COMMUNITY COLLEGE/TECHNICAL SCHOOL 5
- COMPLETED COMMUNITY COLLEGE/TECHNICAL SCHOOL 6
- SOME UNIVERSITY 7
- GRADUATED FROM UNIVERSITY 8

OTHER: PLEASE DESCRIBE:

D. What is your current marital status?

- MARRIED (INCLUDING COMMON-LAW) 1 42
- SINGLE 2
- WIDOWED, DIVORCED OR SEPARATED 3

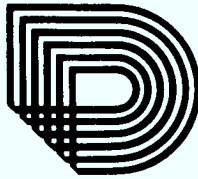
PLEASE GO TO PAGE TEN

- E. What country were you born in?
 CANADA 1 43
 SOMEWHERE ELSE: PLEASE SPECIFY: 44/45
 _____ 46/47
- F. Are you a Canadian citizen?
 YES 1 NO 2 48
- G. At the present time, are you working full-time at this new business,
 or not?
 FULL-TIME 1 49
 NOT FULL-TIME 2
- H. Have you ever had a job that gave you relevant experience for this
 business?
 YES 1 **ANSWER J** NO 2 Go to K 50
- J. If yes, what did you do? Please describe the job or jobs that gave
 you experience for this business.
 _____ 51/52
 _____ 53/54
 _____ 55/56
- K. This business is (circle one answer below):
 My first and only business 1 57
 My first, but I have started another one since 2
 One of a number I currently own 3
 The only one I now own but I have previously owned others 4

Thank you very much for your help today. The information which you have supplied will be invaluable in analyzing the ways in which assistance for new businesses across Canada can best be provided.

The results of this survey will be published as a part of the Report on Small Business in Canada, to be available this fall. If you would like to receive a copy, write to:

**Small Business Office
 Department of Regional Industrial Expansion
 235 Queen Street
 Ottawa, Ontario K1A OH5**



Decision Marketing Research Limited

661 Queen Street East, Toronto, Ontario M4M 1G4 (416) 469-5282

Madame, Monsieur,

Si vous avez déjà rempli le questionnaire que nous vous avons envoyé dernièrement, veuillez ne pas tenir compte de cette lettre, et nous vous remercions sincèrement pour votre aide.

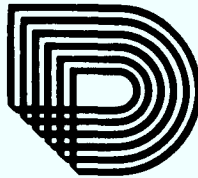
Par contre, si vous ne l'avez pas encore renvoyé, nous vous saurions gré de bien vouloir remplir le questionnaire ci-joint et de nous le poster dans l'enveloppe port payé ci-jointe.

En vous remerciant de votre coopération, recevez, Madame, Monsieur, l'assurance de mes meilleurs sentiments.

La directrice du projet,

Nadine Robert

Nadine Robert



Decision Marketing Research Limited

661 Queen Street East, Toronto, Ontario M4M 1G4 (416) 469-5282

Madame, Monsieur,

Notre firme de recherche en marketing a été chargée par le Bureau de la petite entreprise du ministère de l'Expansion industrielle régionale de mener une enquête auprès de gens qui viennent de fonder une entreprise.

Les renseignements que vous nous fournirez aidront grandement à trouver des moyens pour mieux répondre aux besoins de nouvelles entreprises.

On ne vous demande pas d'écrire votre nom sur le questionnaire. Toutes vos réponses resteront anonymes, comme le veut la loi.

"Les renseignements délicats d'un tiers sont protégés en vertu des dispositions de l'article 20 de la Loi sur l'accès à l'information. Tous renseignements découlant de l'enquête qui ne peuvent être divulgués en raison des dispositions de l'article 20 de la Loi sur l'accès à l'information seront traités comme des renseignements strictement confidentiels."

Il ne vous faudra pas plus de dix minutes pour répondre aux questions contenues dans le questionnaire ci-joint et nous le retourner dans l'enveloppe de retour port payé.

En vous remerciant de votre coopération, recevez, Madame, Monsieur, l'assurance de mes meilleurs sentiments.

La directrice du projet,

Nadine Robert

Nadine Robert

ENQUÊTE SUR LE DÉMARRAGE D'ENTREPRISES

Nous préférierions que ce questionnaire soit complété par le propriétaire ou un des propriétaires de l'entreprise. Si ce n'est pas possible, veuillez l'acheminer à quelqu'un qui connaît bien l'entreprise. Si vous êtes un employé, cherchez le plus de renseignements possibles auprès du propriétaire (ou un des propriétaires) avant de compléter ce questionnaire.

VEUILLEZ INDIQUER VOTRE RÔLE DANS L'ENTREPRISE.

N'encerclez que le chiffre à côté de la réponse qui s'applique à votre situation, ou veuillez préciser votre titre.

PROPRIÉTAIRE 1 5
CONJOINT DU PROPRIÉTAIRE 2

EMPLOYÉ : VEUILLEZ PRÉCISER VOTRE TITRE :

1.A Quelle est la date d'enregistrement de votre entreprise ou la date à laquelle vous avez commencé vos opérations?

(MOIS) _____ (JOUR) _____ (ANNÉE) 19__ 7

1.B Dans quelle province ou quel territoire avez-vous enregistré votre entreprise? N'encerclez que le chiffre à côté de la réponse qui s'applique à votre situation.

Terre-Neuve 1 8
Île-du-Prince-Édouard 2
Nouvelle-Écosse 3
Nouveau-Brunswick 4
Québec 5
Ontario 6
Manitoba 7
Saskatchewan 8
Alberta 9
Colombie-Britannique 1 9
Territoires du Nord-Ouest 2
Yukon 3

1.C Lequel des énoncés suivants décrit votre entreprise?

Entreprise à propriétaire unique 1 10
Société en nom collectif 2
Société constitué 3

1.D Lequel des trois énoncés suivants décrit le mieux la situation actuelle de votre entreprise? N'encerclez que le chiffre à côté de la réponse qui s'applique à votre situation, puis procédez à la page indiquée dans la boîte.

L'ENTREPRISE
N'A PAS ENCORE
OUVERT SES PORTES 1

**VEUILLEZ RÉPONDRE AUX QUESTIONS
CI-DESSOUS**

11

L'ENTREPRISE
N'EST PLUS 2

**VEUILLEZ RÉPONDRE AUX QUESTIONS
DE LA PAGE TROIS**

L'ENTREPRISE
FONCTIONNE 3

**VEUILLEZ RÉPONDRE AUX QUESTIONS
DE LA PAGE CINQ**

ENTREPRISES QUI N'ONT PAS ENCORE OUVERT LEURS PORTES

2. Veuillez décrire le type d'entreprise que vous avez l'intention de fonder - le produit que vous voulez fabriquer, vendre ou distribuer ou pour lequel vous avez l'intention d'offrir des services d'entretien, etc., et décrivez exactement ce que vous avez l'intention de faire.

12/13

14/15

16/17

18/19

3. Quand prévoyez-vous l'ouverture de votre entreprise?
N'encerclez que le chiffre à côté de la réponse qui s'applique à votre situation.

- | | |
|---|---|
| AU COURS DU PROCHAIN MOIS | 1 |
| APRÈS LE PROCHAIN MOIS, MAIS AVANT
QUE TROIS MOIS SOIENT ÉCOULÉS | 2 |
| APRÈS TROIS MOIS, MAIS AVANT
QUE SIX MOIS SOIENT ÉCOULÉS | 3 |
| ENTRE SIX MOIS ET UN AN | 4 |
| PLUS QU'UN AN D'AUJOURD'HUI | 5 |
| NE SAIS PAS | 6 |

20

S.V.P. PASSEZ MAINTENANT À LA PAGE NEUF

ENTREPRISES QUI NE SONT PLUS

2. Veuillez décrire le type d'entreprise que vous avez dirigé - le produit que vous fabriquez, vendiez ou distribuiez ou pour lequel vous aviez offert des services d'entretien, etc., et décrivez ex-actement ce que vous faisiez.

_____ 21/22
_____ 23/24
_____ 25/26
_____ 27/28

3. Pendant combien de temps avez-vous été en affaires?
N'encerclez que le chiffre à côté de la réponse qui s'applique à votre situation.

PENDANT UN MOIS OU MOINS	1	29
PENDANT PLUS D'UN MOIS MAIS MOINS DE TROIS MOIS	2	
PENDANT PLUS DE TROIS MOIS MAIS MOINS DE SIX MOIS	3	
PENDANT PLUS DE SIX MOIS MAIS MOINS D'UN AN	4	

PENDANT UN AN OU PLUS : VEUILLEZ INSCRIRE LE NOMBRE D'ANNÉES :

4. Pourquoi votre entreprise n'est-elle plus? Encerclez le chiffre à côté de toutes les réponses qui s'appliquent à votre situation.

PROBLÈMES DE MAIN-D'OEUVRE	1	30
N'ÉTAIT PAS RENTABLE	1	31
NE RÉPONDAIT PAS À MES ATTENTES	1	32
PRODUIT DIFFICILE À VENDRE	1	33
PROBLÈMES DE FINANCEMENT	1	34
PROBLÈMES DE PRODUCTION	1	35
AUTRES : VEUILLEZ PRÉCISER :		

_____ 36/37
_____ 38/39
_____ 40/41
_____ 42/43

S.V.P. PASSEZ À LA PAGE QUATRE

5.A Avant de fonder votre entreprise, à qui, parmi les ressources suivantes, vous étiez-vous adressé(e) pour de l'aide ou des conseils? Encerclez le chiffre à côté de toutes les réponses qui s'appliquent à votre situation.

BANQUES	1	44
GOVERNEMENT PROVINCIAL	1	45
GOVERNEMENT FÉDÉRAL	1	46
COMPTABLE	1	47
AVOCAT	1	48
CONSEILLER EN AFFAIRES	1	49
AUTRE PERSONNE : VEUILLEZ PRÉCISER :		50
		51

5.B Si vous vous êtes adressé(e) à l'une ou plusieurs des ressources ci-dessus, vous ont-elles aidé(e)? Répondez par Oui ou Non pour chaque ressource à laquelle vous vous êtes adressé(e).

BANQUES	OUI 1	NON 2	52
GOVERNEMENT PROVINCIAL	OUI 1	NON 2	53
GOVERNEMENT FÉDÉRAL	OUI 1	NON 2	54
COMPTABLE	OUI 1	NON 2	55
AVOCAT	OUI 1	NON 2	56
CONSEILLER EN AFFAIRES	OUI 1	NON 2	57
AUTRE PERSONNE	OUI 1	NON 2	58

6. Selon vous, quel type d'aide devrait être offert aux gens qui songent à fonder une entreprise? Encerclez le chiffre à côté de chaque type d'aide qui devrait être offert selon vous.

RENSEIGNEMENTS	1	59
CONSULTATION	1	60
SUBVENTIONS	1	61
PRÊTS GARANTIS	1	62
PROGRAMMES DE FORMATION	1	63
SUBVENTIONS SALARIALES	1	64
AUTRES : VEUILLEZ PRÉCISER :		65/66
		67/68
		69/70
		71/72
		73/79

S.V.P. PASSEZ MAINTENANT À LA PAGE NEUF

80-1

ENTREPRISES QUI FONCTIONNENT

2. Veuillez décrire votre entreprise - le produit que vous fabriquez, vendez ou distribuez, ou pour lequel vous offrez des services d'entretien, etc., et décrivez exactement ce que vous faites.
- _____ 5/6
 _____ 7/8
 _____ 9/10
 _____ 11/12
3. Votre entreprise est-elle située :
- | | | |
|---------------------------------|---|----|
| À LA MAISON | 1 | 13 |
| DANS UN AUTRE LOCAL LOUÉ | 2 | |
| DANS UN AUTRE LOCAL ACHETÉ | 3 | |
4. Comment avez-vous initialement financé votre entreprise?
 Encerclez le chiffre à côté de toutes les réponses qui s'appliquent à votre situation.
- | | | |
|--|---|-------|
| FONDS PERSONNELS | 1 | 14 |
| FAMILLE | 1 | 15 |
| AMIS | 1 | 16 |
| AUTRES INVESTISSEURS | 1 | 17 |
| ENTREPRISE CONNEXE | 1 | 18 |
| MARCHÉ FINANCIER | 1 | 19 |
| BANQUE | 1 | 20 |
| AUTRES ÉTABLISSEMENTS FINANCIERS PRIVÉS .. | 1 | 21 |
| GOVERNEMENT PROVINCIAL | 1 | 22 |
| GOVERNEMENT FÉDÉRAL | 1 | 23 |
| AUTRES : VEUILLEZ PRÉCISER : _____ | | 24/25 |
| | | 26/27 |
5. Combien d'argent avez-vous investi, au total, dans la fondation de votre entreprise? Le montant devrait comprendre les frais d'avocat, de comptable, et autres frais de consultation, les permis, l'équipement, les services, l'inventaire, etc. N'encerclez que le chiffre à côté de la réponse qui s'applique à votre situation.
- | | | |
|--------------------------------------|---|----|
| MOINS DE 5 000 \$ | 1 | 28 |
| ENTRE 5 000 \$ ET 14 999 \$ | 2 | |
| ENTRE 15 000 \$ ET 29 999 \$ | 3 | |
| ENTRE 30 000 \$ ET 74 999 \$ | 4 | |
| ENTRE 75 000 \$ ET 249 999 \$ | 5 | |
| ENTRE 250 000 \$ ET 499 999 \$ | 6 | |
| 500 000 \$ OU PLUS | 7 | |

S.V.P. PASSEZ À LA PAGE SIX

ENTREPRISES QUI FONCTIONNENT

6. Veuillez lire les énoncés suivants et nous dire dans quelle mesure vous êtes d'accord ou en désaccord avec chaque énoncé. N'encerclez que le chiffre à côté de la réponse qui s'applique à votre situation. Répondez à toutes les questions S.V.P.

J'AI PARTI MON AFFAIRE POUR FAIRE DE L'ARGENT

- | | | |
|----------------------------------|---|----|
| Tout à fait d'accord | 1 | 29 |
| D'accord | 2 | |
| Plus ou moins d'accord, ou | 3 | |
| Pas d'accord du tout | 4 | |

J'AI PARTI MON AFFAIRE POUR TIRER MEILLEUR PROFIT DE MA FORMATION ET DE MES TALENTS

- | | | |
|----------------------------------|---|----|
| Tout à fait d'accord | 1 | 30 |
| D'accord | 2 | |
| Plus ou moins d'accord, ou | 3 | |
| Pas d'accord du tout | 4 | |

J'AI PARTI MON AFFAIRE POUR ÊTRE MON PROPRE PATRON

- | | | |
|----------------------------------|---|----|
| Tout à fait d'accord | 1 | 31 |
| D'accord | 2 | |
| Plus ou moins d'accord, ou | 3 | |
| Pas d'accord du tout | 4 | |

J'AI PARTI MON AFFAIRE POUR JOUIR D'UNE PLEINE LIBERTÉ VIS-À-VIS MON TRAVAIL

- | | | |
|----------------------------------|---|----|
| Tout à fait d'accord | 1 | 32 |
| D'accord | 2 | |
| Plus ou moins d'accord, ou | 3 | |
| Pas d'accord du tout | 4 | |

J'AI PARTI MON AFFAIRE POUR ATTEINDRE UNE PLUS GRANDE SATISFACTION PERSONNELLE

- | | | |
|----------------------------------|---|----|
| Tout à fait d'accord | 1 | 33 |
| D'accord | 2 | |
| Plus ou moins d'accord, ou | 3 | |
| Pas d'accord du tout | 4 | |

J'AI PARTI MON AFFAIRE POUR PROUVER MA CAPACITÉ DE DÉVELOPPER UNE NOUVELLE IDÉE

- | | | |
|----------------------------------|---|----|
| Tout à fait d'accord | 1 | 34 |
| D'accord | 2 | |
| Plus ou moins d'accord, ou | 3 | |
| Pas d'accord du tout | 4 | |

S.V.P. PASSEZ À LA PAGE SEPT

7.A Vous servez-vous d'une technologie avancée pour produire vos biens ou services?

OUI NON **2** **Passez directement à la page suivante**

35

7.B Si oui, décrivez brièvement cette technologie.

36/37
38/39
40/41

7.C D'où vient cette technologie avancée? Encerclez le chiffre à côté de toutes les réponses qui s'appliquent à votre situation.

RECHERCHE PERSONNELLE.....	1	42
MAISON MÈRE	1	43
FOURNISSEURS, CLIENTS	1	44
ASSOCIATION INDUSTRIELLE	1	45
GOVERNEMENT	1	46
RECHERCHES DU GOUVERNEMENT	1	47
UNIVERSITE	1	48
AUTRES : VEUILLEZ PRÉCISER :		49/50 51/52 53/54

7.D Quelle était la source originale de cette nouvelle technologie?

RECHERCHE PERSONNELLE	1	55
MAISON MÈRE	1	56
FOURNISSEURS, CLIENTS	1	57
ASSOCIATION INDUSTRIELLE	1	58
GOVERNEMENT	1	59
RECHERCHES DU GOUVERNEMENT	1	60
UNIVERSITÉ	1	61
NE SAIS PAS	1	62
AUTRES : VEUILLEZ PRÉCISER :		63/64 65/66 67/68

S.V.P. PASSEZ À LA PAGE HUIT

69/79
80-2

8.A Les produits que vous fabriquez ou les services que vous fournissez sont-ils avancés du point de vue technologique?

OUI NON 2 **Passez directement à la page suivante** 5

8.B Si oui, expliquez brièvement la technologie que vous utilisez.

6/7

8/9

10/11

8.C D'où vient cette technologie avancée? Encerclez le chiffre à côté de toutes les réponses qui s'appliquent à votre situation.

RECHERCHE PERSONNELLE	1	12
MAISON MÈRE	1	13
FOURNISSEURS, CLIENTS	1	14
ASSOCIATION INDUSTRIELLE	1	15
GOVERNEMENT	1	16
RECHERCHES DU GOUVERNEMENT ..	1	17
UNIVERSITÉ	1	18

AUTRES : VEUILLEZ PRÉCISER :

19/20

21/22

23/24

8.D Quelle était la source originale de cette nouvelle technologie?

RECHERCHE PERSONNELLE	1	25
MAISON MÈRE	1	26
FOURNISSEURS, CLIENTS	1	27
ASSOCIATION INDUSTRIELLE	1	28
GOVERNEMENT	1	29
RECHERCHES DU GOUVERNEMENT ..	1	30
UNIVERSITÉ	1	31
NE SAIS PAS	1	32

AUTRES : VEUILLEZ PRÉCISER :

33/34

35/36

37/38

S.V.P. PASSEZ À LA PAGE NEUF

**TOUS LES RÉPONDANTS SONT PRIÉS
DE RÉPONDRE AUX QUESTIONS SUIVANTES**

Avant de terminer, veuillez répondre à ces quelques questions afin de nous aider à classer vos données.

- A. Quel âge avez-vous? Encerchez un seul chiffre.
- | | | |
|--------------------------|---|----|
| Moins de 18 ans | 1 | |
| De 18 ans à 24 ans | 2 | |
| De 25 ans à 34 ans | 3 | |
| De 35 ans à 44 ans | 4 | |
| De 45 ans à 54 ans | 5 | |
| De 55 ans à 64 ans | 6 | |
| 65 ans et plus | 7 | 39 |
- B. Êtes-vous :
- | | | |
|-------------|---|----|
| Homme | 1 | |
| Femme | 2 | 40 |
- C. Quel est votre plus haut niveau d'études? Encerchez un seul chiffre à côté de la réponse qui s'applique à votre situation.
- | | | |
|---|---|----|
| AUCUNE | 1 | |
| ÉCOLE PRIMAIRE | 2 | |
| ÉTUDES SECONDAIRES NON TERMINÉES | 3 | |
| ÉTUDES SECONDAIRES TERMINÉES | 4 | |
| ÉTUDES À UNE ÉCOLE TECHNIQUE OU UN
CEGEP NON TERMINÉES | 5 | |
| ÉTUDES À UNE ÉCOLE TECHNIQUE OU UN
CEGEP TERMINÉES | 6 | |
| ÉTUDES UNIVERSITAIRES NON
TERMINÉES | 7 | |
| ÉTUDES UNIVERSITAIRES TERMINÉES | 8 | 41 |
- AUTRE : DÉCRIVEZ :
-
- D. Quel est votre état civil?
- | | | |
|---|---|----|
| MARIÉ(E) (COMPREND L'UNION DE FAIT) | 1 | |
| CÉLIBATAIRE | 2 | |
| VEUF (VEUVE), DIVORCÉ(E) OU SÉPARÉ(E) ... | 3 | 42 |

S.V.P. PASSEZ À LA PAGE DIX

- E. Où êtes-vous né(e)?
 AU CANADA 1 43
 AUTRE PAYS : VEUILLEZ PRÉCISER : 44/45
 46/47
-
- F. Êtes-vous citoyen(ne) canadien(ne)?
 OUI 1 NON 2 48
- G. Travaillez-vous à temps plein ou non dans votre nouvelle entreprise?
 TRAVAILLE À TEMPS PLEIN 1 49
 NE TRAVAILLE PAS A TEMPS PLEIN 2
- H. Avez-vous occupé auparavant un emploi qui vous a permis d'acquérir l'expérience nécessaire pour exploiter votre entreprise?

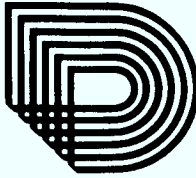
 OUI 1 RÉPONDEZ À J. NON 2 50
- J. Si oui, quelle sorte de travail s'agissait-il? Décrivez le ou les emplois qui vous ont permis d'acquérir l'expérience pour exploiter votre entreprise.

..... 51/52
..... 53/54
..... 55/56
- K. Cette entreprise est : (Encerclez un seul chiffre à côté de la réponse qui s'applique à votre situation)
 ma première et la seule que je possède 1 57
 ma première, mais j'en ai fondé une autre depuis 2
 une de plusieurs entreprises que je possède 3
 la seule que je possède présentement, mais
 j'en ai possédé d'autres auparavant 4

Nous vous remercions de votre coopération. Les renseignements que vous nous avez fournis aideront grandement à trouver des moyens pour mieux répondre aux besoins de nouvelles entreprises.

Les résultats de cette enquête seront publiés dans un rapport sur les petites entreprises canadiennes qui paraîtra à l'automne. Écrivez à l'adresse suivante si vous désirez recevoir un exemplaire :

**Bureau de la petite entreprise
Ministère de l'Expansion industrielle régionale
235, rue Queen
Ottawa (Ontario) K1A 0H5**



Decision Marketing Research Limited

661 Queen Street East, Toronto, Ontario M4M 1G4 (416) 469-5282

Dear Sir/Madame:

If you have completed the questionnaire that we sent you, please ignore this and accept our thanks.

If you have not returned it, would you please complete the enclosed form and mail it to us in the postage-paid envelope?

Thank you for your co-operation.

Nadine Robert

Nadine Robert
Project Director



Decision Marketing Research Limited

661 Queen Street East, Toronto, Ontario M4M 1G4 (416) 469-5282

Dear Sir/Madame:

Our company has been commissioned by the federal government Department of Regional Industrial Expansion, Small Business Office, to conduct a study among people who have started new businesses.

The information provided will be used to assess the needs of new businesses in Canada.

You are not asked to identify yourself on the questionnaire. All of your answers will be held in confidence. This is guaranteed by law.

"Sensitive third party information is protected under the provisions of Section 20 of the Access to Information Act. Any information contained in the survey, which cannot be disclosed because of the provisions of section 20 of the Access to Information Act, will be treated as strictly confidential."

The attached questionnaire should take about five to ten minutes to complete. You can return it to us in the enclosed postage-paid envelope.

Thank you for your co-operation.

Nadine Robert

Nadine Robert
Project Director

BUSINESS START-UP SURVEY

We would like this questionnaire to be completed by the owner, or one of the owners, of this company. If that is not convenient, please have it filled in by someone who is knowledgeable about the business. If you are an employee, please get as much information from the owner (or one of the owners) as possible.

PLEASE INDICATE YOUR ROLE IN THE BUSINESS. Circle the number beside the appropriate answer below, or specify your job title.

- OWNER 1 5
OWNER'S SPOUSE 2

EMPLOYEE: PLEASE SPECIFY JOB TITLE:

1.A What is the date of registration of your business, or the date you started operating?

(MONTH)_____ (DAY)_____ (YEAR)19_____ 6
7

1.B In what province or territory did you register your business? Please circle the number beside the appropriate answer below.

- Newfoundland 1 8
Prince Edward Island 2
Nova Scotia 3
New Brunswick 4
Quebec 5
Ontario 6
Manitoba 7
Saskatchewan 8
Alberta 9
British Columbia 1 9
North-West Territories 2
Yukon 3

1.C Which of the following describes your business?

- Sole Proprietorship 1 10
Partnership 2
Incorporated 3

1.D Which of the following three statements best reflects the state of this business at the present time? Please circle the number beside one answer, and then go to the page indicated in the box beside it.

- | | | | |
|---------------------------|---|--------------------------------|----|
| NOT YET OPERATING | 1 | PLEASE CONTINUE BELOW | 11 |
| NO LONGER OPERATING | 2 | PLEASE GO TO PAGE THREE | |
| OPERATING | 3 | PLEASE GO TO PAGE FIVE | |

FOR COMPANIES NOT YET OPERATING

2. Please describe the business you intend to start - what it is that you intend to make, sell, distribute, service, etc, and what exactly you intend to do.

_____ 12/13
_____ 14/15
_____ 16/17
_____ 18/19

3. When do you expect your business to open? Please circle the number beside the appropriate phrase below.

- | | | |
|--|---|----|
| WITHIN THE NEXT MONTH | 1 | 20 |
| BETWEEN ONE AND LESS THAN
THREE MONTHS FROM NOW | 2 | |
| BETWEEN THREE AND LESS THAN
SIX MONTHS FROM NOW | 3 | |
| BETWEEN SIX MONTHS AND ONE
YEAR FROM NOW | 4 | |
| MORE THAN A YEAR FROM NOW | 5 | |
| DON'T KNOW; NOT SURE | 6 | |

NOW PLEASE GO TO PAGE NINE

FOR BUSINESSES NO LONGER IN OPERATION

2. Please describe your former business - what product you made, sold, distributed, serviced, etc, and what exactly you did.

21/22
23/24
25/26
27/28

3. About how long did your company operate? Please circle one number beside the appropriate answer below.

ONE MONTH OR LESS	1	29
ONE TO LESS THAN THREE MONTHS	2	
THREE TO LESS THAN SIX MONTHS	3	
SIX MONTHS TO LESS THAN ONE YEAR	4	

ONE YEAR OR LONGER: PLEASE WRITE IN NUMBER OF YEARS:

4. Why is your company no longer operating? Please circle the numbers beside the appropriate answers.

PROBLEMS WITH MANPOWER	1	30
COULDN'T MAKE ENOUGH MONEY AT IT	1	31
IT WASN'T WHAT I WANTED	1	32
DIFFICULT TO MARKET THE PRODUCT	1	33
PROBLEMS WITH FINANCIAL BACKING	1	34
PRODUCTION PROBLEMS	1	35

OTHER: PLEASE DESCRIBE:

36/37
38/39
40/41
42/43

PLEASE GO TO PAGE FOUR

5.A Before you started this company, from which of the following did you ask for help or advice? Please circle the number beside each one that applies.

- BANKS 1 44
- PROVINCIAL GOVERNMENT 1 45
- FEDERAL GOVERNMENT 1 46
- AN ACCOUNTANT 1 47
- A LAWYER 1 48
- A BUSINESS CONSULTANT 1 49
- SOMEONE ELSE: PLEASE DESCRIBE: 50

..... 51

5.B If you asked any of the above for help and advice, were they of assistance to you, or not? Please answer Yes or No for each one that you asked for help.

- BANK YES 1 NO 2 52
- PROVINCIAL GOVERNMENT YES 1 NO 2 53
- FEDERAL GOVERNMENT YES 1 NO 2 54
- AN ACCOUNTANT YES 1 NO 2 55
- A LAWYER YES 1 NO 2 56
- A BUSINESS CONSULTANT YES 1 NO 2 57
- SOMEONE ELSE YES 1 NO 2 58

6. What sort of help do you feel should be available for people who are thinking about starting up a new business? Please circle one number beside each type of assistance you think should be available.

- INFORMATION 1 59
- COUNSELLING 1 60
- GRANTS 1 61
- LOAN GUARANTEES 1 62
- TRAINING PROGRAMMES 1 63
- SALARY SUBSIDIES 1 64

OTHER: PLEASE DESCRIBE: 65/66
..... 67/68
..... 69/70
..... 71/72

73/79

NOW PLEASE GO TO PAGE NINE

80 - 1

FOR OPERATING BUSINESSES

2. Please describe your business - what it is that you make, sell, distribute, service, etc, and what exactly you do.

5/6

7/8

9/10

11/12

3. How would you describe your business space?

IN YOUR HOME	1	13
IN SPACE LEASED FOR THE BUSINESS	2	
IN SPACE PURCHASED FOR THE BUSINESS	3	

4. How was the company's start-up financed? Please circle as many numbers below as apply to your business start-up.

PERSONAL FUNDS	1	14
FROM FAMILY	1	15
FROM FRIENDS	1	16
FUNDS FROM OTHER INVESTORS	1	17
FUNDS FROM A RELATED COMPANY	1	18
CAPITAL MARKET	1	19
BANK FINANCING	1	20
OTHER PRIVATE FINANCIAL INSTITUTIONS	1	21
PROVINCIAL GOVERNMENT	1	22
FEDERAL GOVERNMENT	1	23

OTHER: PLEASE DESCRIBE:

24/25

26/27

5. How much was the original amount of money, in total, invested in the start-up of your business? This would include legal, accounting and other consulting costs, licenses, equipment, services, inventory, etc. Please circle the number beside one category below.

LESS THAN \$5,000	1	28
\$5,000 TO LESS THAN \$15,000	2	
\$15,000 TO LESS THAN \$30,000	3	
\$30,000 TO LESS THAN \$75,000	4	
\$75,000 TO LESS THAN \$250,000	5	
\$250,000 TO LESS THAN \$500,000	6	
\$500,000 AND OVER	7	

PLEASE GO TO PAGE SIX

FOR OPERATING BUSINESSES

6. Would you rank each of the following statements for how well you agree with it? Please circle one number after each statement, to show your opinion. Please answer all the questions.

I STARTED MY BUSINESS TO MAKE MONEY

- Strongly agree 1 29
- Agree 2
- Agree slightly, or 3
- Don't agree at all 4

I STARTED MY BUSINESS TO MAKE BETTER USE OF MY SKILLS AND TRAINING

- Strongly agree 1 30
- Agree 2
- Agree slightly, or 3
- Don't agree at all 4

I STARTED MY BUSINESS TO BE MY OWN BOSS

- Strongly agree 1 31
- Agree 2
- Agree slightly, or 3
- Don't agree at all 4

I STARTED MY BUSINESS TO HAVE FREEDOM TO ADAPT MY OWN APPROACH TO MY WORK

- Strongly agree 1 32
- Agree 2
- Agree slightly, or 3
- Don't agree at all 4

I STARTED MY BUSINESS TO ACHIEVE A PERSONAL SENSE OF ACCOMPLISHMENT

- Strongly agree 1 33
- Agree 2
- Agree slightly, or 3
- Don't agree at all 4

I STARTED MY BUSINESS TO BE ABLE TO DEVELOP AN IDEA FOR A PRODUCT OR BUSINESS

- Strongly agree 1 34
- Agree 2
- Agree slightly, or 3
- Don't agree at all 4

PLEASE GO TO PAGE SEVEN

7.A Do you use the new high technology to produce your goods or services?

YES 1 NO 2 **Please skip to next page** 35

7.B If you answered yes, please explain briefly what technology you use.

_____ 36/37
_____ 38/39
_____ 40/41

7.C From where did you get this high technology? Please circle the numbers beside all the answers which apply.

- THE RESULT OF YOUR OWN RESEARCH EFFORTS 1 42
 - YOUR PARENT COMPANY 1 43
 - SUPPLIERS, CUSTOMERS 1 44
 - AN INDUSTRIAL ASSOCIATION 1 45
 - GOVERNMENT PROCUREMENT 1 46
 - GOVERNMENT RESEARCH 1 47
 - A UNIVERSITY 1 48
- SOMEWHERE ELSE: PLEASE DESCRIBE: 49/50
- _____ 51/52
- _____ 53/54

7.D What was the original source of this new technology?

- THE RESULT OF YOUR OWN RESEARCH EFFORTS 1 55
 - YOUR PARENT COMPANY 1 56
 - SUPPLIERS, CUSTOMERS 1 57
 - AN INDUSTRIAL ASSOCIATION 1 58
 - GOVERNMENT PROCUREMENT 1 59
 - GOVERNMENT RESEARCH 1 60
 - A UNIVERSITY 1 61
 - DON'T KNOW 1 62
- SOMEWHERE ELSE: PLEASE DESCRIBE: 63/64
- _____ 65/66
- _____ 67/68

69/79

8.A Are the goods or services you produce or provide high-technology goods or services?

YES 1 NO 2 **Please skip to next page** 5

8.B If you answered yes, please explain briefly what technology you use.

_____ 6/7
_____ 8/9
_____ 10/11

8.C From where did you get this high technology? Please circle the numbers beside all the answers which apply.

- THE RESULT OF YOUR OWN RESEARCH EFFORTS .. 1 12
- YOUR PARENT COMPANY 1 13
- SUPPLIERS, CUSTOMERS 1 14
- AN INDUSTRIAL ASSOCIATION 1 15
- GOVERNMENT PROCUREMENT 1 16
- GOVERNMENT RESEARCH 1 17
- A UNIVERSITY 1 18
- SOMEWHERE ELSE: PLEASE DESCRIBE: 19/20
21/22
23/24

8.D What was the original source of this new technology?

- THE RESULT OF YOUR OWN RESEARCH EFFORTS .. 1 25
- YOUR PARENT COMPANY 1 26
- SUPPLIERS, CUSTOMERS 1 27
- AN INDUSTRIAL ASSOCIATION 1 28
- GOVERNMENT PROCUREMENT 1 29
- GOVERNMENT RESEARCH 1 30
- A UNIVERSITY 1 31
- DON'T KNOW 1 32
- SOMEWHERE ELSE: PLEASE DESCRIBE: 33/34
35/36
37/38

TO BE ANSWERED BY EVERYONE

And now some information to help us classify the answers you have given us.

A. Into which of these age groups does your age fall? Please circle one number below.

- Under 18 years 1 39
- 18 to 24 years 2
- 25 to 34 years 3
- 35 to 44 years 4
- 45 to 54 years 5
- 55 to 64 years 6
- 65 years and over 7

B. Please record your sex:

- Male 1 40
- Female 2

C. What was the last level of formal education you reached? Please circle one number beside the appropriate category below.

- NO FORMAL EDUCATION 1 41
- ELEMENTARY OR PUBLIC SCHOOL 2
- SOME HIGH SCHOOL 3
- COMPLETED HIGH SCHOOL 4
- SOME COMMUNITY COLLEGE/TECHNICAL SCHOOL 5
- COMPLETED COMMUNITY COLLEGE/TECHNICAL SCHOOL 6
- SOME UNIVERSITY 7
- GRADUATED FROM UNIVERSITY 8

OTHER: PLEASE DESCRIBE:

D. What is your current marital status?

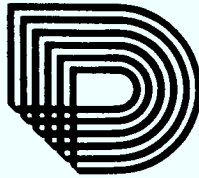
- MARRIED (INCLUDING COMMON-LAW) 1 42
- SINGLE 2
- WIDOWED, DIVORCED OR SEPARATED 3

PLEASE GO TO PAGE TEN

- E. What country were you born in?
CANADA 1 43
SOMEWHERE ELSE: PLEASE SPECIFY: 44/45
_____ 46/47
- F. Are you a Canadian citizen?
YES 1 NO 2 48
- G. At the present time, are you working full-time at this new business, or not?
FULL-TIME 1 49
NOT FULL-TIME 2
- H. Have you ever had a job that gave you relevant experience for this business?
YES 1 **ANSWER J** NO 2 Go to K 50
- J. If yes, what did you do? Please describe the job or jobs that gave you experience for this business.
_____ 51/52
_____ 53/54
_____ 55/56
- K. This business is (circle one answer below):
My first and only business 1 57
My first, but I have started another one since 2
One of a number I currently own 3
The only one I now own but I have previously owned others 4

Thank you very much for your help today. The information which you have supplied will be invaluable in analyzing the ways in which assistance for new businesses across Canada can best be provided. The results of this survey will be published as a part of the Report on Small Business in Canada, to be available this fall. If you would like to receive a copy, write to:

**Small Business Office
Department of Regional Industrial Expansion
235 Queen Street
Ottawa, Ontario K1A OH5**



Decision Marketing Research Limited

661 Queen Street East, Toronto, Ontario M4M 1G4 (416) 469-5282

Madame, Monsieur,

Si vous avez déjà rempli le questionnaire que nous vous avons envoyé dernièrement, veuillez ne pas tenir compte de cette lettre, et nous vous remercions sincèrement pour votre aide.

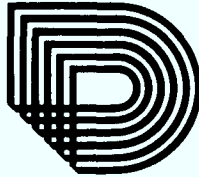
Par contre, si vous ne l'avez pas encore renvoyé, nous vous saurions gré de bien vouloir remplir le questionnaire ci-joint et de nous le poster dans l'enveloppe port payé ci-jointe.

En vous remerciant de votre coopération, recevez, Madame, Monsieur, l'assurance de mes meilleurs sentiments.

La directrice du projet,

Nadine Robert

Nadine Robert



Decision Marketing Research Limited

661 Queen Street East, Toronto, Ontario M4M 1G4 (416) 469-5282

Madame, Monsieur,

Notre firme de recherche en marketing a été chargée par le Bureau de la petite entreprise du ministère de l'Expansion industrielle régionale de mener une enquête auprès de gens qui viennent de fonder une entreprise.

Les renseignements que vous nous fournirez aideront grandement à trouver des moyens pour mieux répondre aux besoins de nouvelles entreprises.

On ne vous demande pas d'écrire votre nom sur le questionnaire. Toutes vos réponses resteront anonymes, comme le veut la loi.

"Les renseignements délicats d'un tiers sont protégés en vertu des dispositions de l'article 20 de la Loi sur l'accès à l'information. Tous renseignements découlant de l'enquête qui ne peuvent être divulgués en raison des dispositions de l'article 20 de la Loi sur l'accès à l'information seront traités comme des renseignements strictement confidentiels."

Il ne vous faudra pas plus de dix minutes pour répondre aux questions contenues dans le questionnaire ci-joint et nous le retourner dans l'enveloppe de retour port payé.

En vous remerciant de votre coopération, recevez, Madame, Monsieur, l'assurance de mes meilleurs sentiments.

La directrice du projet,

Nadine Robert

Nadine Robert

ENQUÊTE SUR LE DÉMARRAGE D'ENTREPRISES

Nous préférierions que ce questionnaire soit complété par le propriétaire ou un des propriétaires de l'entreprise. Si ce n'est pas possible, veuillez l'acheminer à quelqu'un qui connaît bien l'entreprise. Si vous êtes un employé, cherchez le plus de renseignements possibles auprès du propriétaire (ou un des propriétaires) avant de compléter ce questionnaire.

VEUILLEZ INDIQUER VOTRE RÔLE DANS L'ENTREPRISE.

N'encerclez que le chiffre à côté de la réponse qui s'applique à votre situation, ou veuillez préciser votre titre.

PROPRIÉTAIRE 1 5
CONJOINT DU PROPRIÉTAIRE 2

EMPLOYÉ : VEUILLEZ PRÉCISER VOTRE TITRE :

1.A Quelle est la date d'enregistrement de votre entreprise ou la date à laquelle vous avez commencé vos opérations?

(MOIS) _____ (JOUR) _____ (ANNÉE) 19__ 6
7

1.B Dans quelle province ou quel territoire avez-vous enregistré votre entreprise? N'encerclez que le chiffre à côté de la réponse qui s'applique à votre situation.

Terre-Neuve 1 8
Île-du-Prince-Édouard 2
Nouvelle-Écosse 3
Nouveau-Brunswick 4
Québec 5
Ontario 6
Manitoba 7
Saskatchewan 8
Alberta 9
Colombie-Britannique 1 9
Territoires du Nord-Ouest 2
Yukon 3

1.C Lequel des énoncés suivants décrit votre entreprise?

Entreprise à propriétaire unique 1 10
Société en nom collectif 2
Société constituéé 3

1.D Lequel des trois énoncés suivants décrit le mieux la situation actuelle de votre entreprise? N'encerclez que le chiffre à côté de la réponse qui s'applique à votre situation, puis procédez à la page indiquée dans la boîte.

L'ENTREPRISE
N'A PAS ENCORE
OUVERT SES PORTES 1

**VEUILLEZ RÉPONDRE AUX QUESTIONS
CI-DESSOUS**

11

L'ENTREPRISE
N'EST PLUS 2

**VEUILLEZ RÉPONDRE AUX QUESTIONS
DE LA PAGE TROIS**

L'ENTREPRISE
FONCTIONNE 3

**VEUILLEZ RÉPONDRE AUX QUESTIONS
DE LA PAGE CINQ**

ENTREPRISES QUI N'ONT PAS ENCORE OUVERT LEURS PORTES

2. Veuillez décrire le type d'entreprise que vous avez l'intention de fonder - le produit que vous voulez fabriquer, vendre ou distribuer ou pour lequel vous avez l'intention d'offrir des services d'entretien, etc., et décrivez exactement ce que vous avez l'intention de faire.

12/13

14/15

16/17

18/19

3. Quand prévoyez-vous l'ouverture de votre entreprise?
N'encerclez que le chiffre à côté de la réponse qui s'applique à votre situation.

AU COURS DU PROCHAIN MOIS 1

APRÈS LE PROCHAIN MOIS, MAIS AVANT

QUE TROIS MOIS SOIENT ÉCOULÉS 2

APRÈS TROIS MOIS, MAIS AVANT

QUE SIX MOIS SOIENT ÉCOULÉS 3

ENTRE SIX MOIS ET UN AN 4

PLUS QU'UN AN D'AUJOURD'HUI 5

NE SAIS PAS 6

20

S.V.P. PASSEZ MAINTENANT À LA PAGE NEUF

ENTREPRISES QUI NE SONT PLUS

2. Veuillez décrire le type d'entreprise que vous avez dirigé - le produit que vous fabriquez, vendiez ou distribuiez ou pour lequel vous aviez offert des services d'entretien, etc., et décrivez ex-actement ce que vous faisiez.

21/22
23/24
25/26
27/28

3. Pendant combien de temps avez-vous été en affaires?
N'encerclez que le chiffre à côté de la réponse qui s'applique à votre situation.

PENDANT UN MOIS OU MOINS	1	29
PENDANT PLUS D'UN MOIS MAIS MOINS DE TROIS MOIS	2	
PENDANT PLUS DE TROIS MOIS MAIS MOINS DE SIX MOIS	3	
PENDANT PLUS DE SIX MOIS MAIS MOINS D'UN AN	4	

PENDANT UN AN OU PLUS : VEUILLEZ INSCRIRE LE NOMBRE D'ANNÉES :

4. Pourquoi votre entreprise n'est-elle plus? Encerclez le chiffre à côté de toutes les réponses qui s'appliquent à votre situation.

PROBLÈMES DE MAIN-D'OEUVRE	1	30
N'ÉTAIT PAS RENTABLE	1	31
NE RÉPONDAIT PAS À MES ATTENTES	1	32
PRODUIT DIFFICILE À VENDRE	1	33
PROBLÈMES DE FINANCEMENT	1	34
PROBLÈMES DE PRODUCTION	1	35
AUTRES : VEUILLEZ PRÉCISER :		

36/37
38/39
40/41
42/43

S.V.P. PASSEZ À LA PAGE QUATRE

5.A Avant de fonder votre entreprise, à qui, parmi les ressources suivantes, vous étiez-vous adressé(e) pour de l'aide ou des conseils? Encercliez le chiffre à côté de toutes les réponses qui s'appliquent à votre situation.

BANQUES	1	44
GOVERNEMENT PROVINCIAL	1	45
GOVERNEMENT FÉDÉRAL	1	46
COMPTABLE	1	47
AVOCAT	1	48
CONSEILLER EN AFFAIRES	1	49
AUTRE PERSONNE : VEUILLEZ PRÉCISER :		50
		51

5.B Si vous vous êtes adressé(e) à l'une ou plusieurs des ressources ci-dessus, vous ont-elles aidé(e)? Répondez par Oui ou Non pour chaque ressource à laquelle vous vous êtes adressé(e).

BANQUES	OUI 1	NON 2	52
GOVERNEMENT PROVINCIAL	OUI 1	NON 2	53
GOVERNEMENT FÉDÉRAL	OUI 1	NON 2	54
COMPTABLE	OUI 1	NON 2	55
AVOCAT	OUI 1	NON 2	56
CONSEILLER EN AFFAIRES	OUI 1	NON 2	57
AUTRE PERSONNE	OUI 1	NON 2	58

6. Selon vous, quel type d'aide devrait être offert aux gens qui songent à fonder une entreprise? Encercliez le chiffre à côté de chaque type d'aide qui devrait être offert selon vous.

RENSEIGNEMENTS	1	59
CONSULTATION	1	60
SUBVENTIONS	1	61
PRÊTS GARANTIS	1	62
PROGRAMMES DE FORMATION	1	63
SUBVENTIONS SALARIALES	1	64
AUTRES : VEUILLEZ PRÉCISER :		65/66
		67/68
		69/70
		71/72
		73/79

S.V.P. PASSEZ MAINTENANT À LA PAGE NEUF

ENTREPRISES QUI FONCTIONNENT

2. Veuillez décrire votre entreprise - le produit que vous fabriquez, vendez ou distribuez, ou pour lequel vous offrez des services d'entretien, etc., et décrivez exactement ce que vous faites.
- _____
- _____
- 5/6
7/8
9/10
11/12
3. Votre entreprise est-elle située :
- | | | |
|---------------------------------|---|----|
| À LA MAISON | 1 | 13 |
| DANS UN AUTRE LOCAL LOUÉ | 2 | |
| DANS UN AUTRE LOCAL ACHETÉ | 3 | |
4. Comment avez-vous initialement financé votre entreprise?
Encerclez le chiffre à côté de toutes les réponses qui s'appliquent à votre situation.
- | | | |
|--|---|----------------|
| FONDS PERSONNELS | 1 | 14 |
| FAMILLE | 1 | 15 |
| AMIS | 1 | 16 |
| AUTRES INVESTISSEURS | 1 | 17 |
| ENTREPRISE CONNEXE | 1 | 18 |
| MARCHÉ FINANCIER | 1 | 19 |
| BANQUE | 1 | 20 |
| AUTRES ÉTABLISSEMENTS FINANCIERS PRIVÉS .. | 1 | 21 |
| GOVERNEMENT PROVINCIAL | 1 | 22 |
| GOVERNEMENT FÉDÉRAL | 1 | 23 |
| AUTRES : VEUILLEZ PRÉCISER : _____ | | 24/25
26/27 |
5. Combien d'argent avez-vous investi, au total, dans la fondation de votre entreprise? Le montant devrait comprendre les frais d'avocat, de comptable, et autres frais de consultation, les permis, l'équipement, les services, l'inventaire, etc. N'encerclez que le chiffre à côté de la réponse qui s'applique à votre situation.
- | | | |
|--------------------------------------|---|----|
| MOINS DE 5 000 \$ | 1 | 28 |
| ENTRE 5 000 \$ ET 14 999 \$ | 2 | |
| ENTRE 15 000 \$ ET 29 999 \$ | 3 | |
| ENTRE 30 000 \$ ET 74 999 \$ | 4 | |
| ENTRE 75 000 \$ ET 249 999 \$ | 5 | |
| ENTRE 250 000 \$ ET 499 999 \$ | 6 | |
| 500 000 \$ OU PLUS | 7 | |

S.V.P. PASSEZ À LA PAGE SIX

ENTREPRISES QUI FONCTIONNENT

6. Veuillez lire les énoncés suivants et nous dire dans quelle mesure vous êtes d'accord ou en désaccord avec chaque énoncé. N'encerclez que le chiffre à côté de la réponse qui s'applique à votre situation. Répondez à toutes les questions S.V.P.

J'AI PARTI MON AFFAIRE POUR FAIRE DE L'ARGENT

- | | | |
|----------------------------------|---|----|
| Tout à fait d'accord | 1 | 29 |
| D'accord | 2 | |
| Plus ou moins d'accord, ou | 3 | |
| Pas d'accord du tout | 4 | |

J'AI PARTI MON AFFAIRE POUR TIRER MEILLEUR PROFIT DE MA FORMATION ET DE MES TALENTS

- | | | |
|----------------------------------|---|----|
| Tout à fait d'accord | 1 | 30 |
| D'accord | 2 | |
| Plus ou moins d'accord, ou | 3 | |
| Pas d'accord du tout | 4 | |

J'AI PARTI MON AFFAIRE POUR ÊTRE MON PROPRE PATRON

- | | | |
|----------------------------------|---|----|
| Tout à fait d'accord | 1 | 31 |
| D'accord | 2 | |
| Plus ou moins d'accord, ou | 3 | |
| Pas d'accord du tout | 4 | |

J'AI PARTI MON AFFAIRE POUR JOUIR D'UNE PLEINE LIBERTÉ VIS-À-VIS MON TRAVAIL

- | | | |
|----------------------------------|---|----|
| Tout à fait d'accord | 1 | 32 |
| D'accord | 2 | |
| Plus ou moins d'accord, ou | 3 | |
| Pas d'accord du tout | 4 | |

J'AI PARTI MON AFFAIRE POUR ATTEINDRE UNE PLUS GRANDE SATISFACTION PERSONNELLE

- | | | |
|----------------------------------|---|----|
| Tout à fait d'accord | 1 | 33 |
| D'accord | 2 | |
| Plus ou moins d'accord, ou | 3 | |
| Pas d'accord du tout | 4 | |

J'AI PARTI MON AFFAIRE POUR PROUVER MA CAPACITÉ DE DÉVELOPPER UNE NOUVELLE IDÉE

- | | | |
|----------------------------------|---|----|
| Tout à fait d'accord | 1 | 34 |
| D'accord | 2 | |
| Plus ou moins d'accord, ou | 3 | |
| Pas d'accord du tout | 4 | |

7.A Vous servez-vous d'une technologie avancée pour produire vos biens ou services?

OUI NON 2 **Passez directement à la page suivante** 35

7.B Si oui, décrivez brièvement cette technologie.

36/37
38/39
40/41

7.C D'où vient cette technologie avancée? Encerclez le chiffre à côté de toutes les réponses qui s'appliquent à votre situation.

RECHERCHE PERSONNELLE.....	1	42
MAISON MÈRE	1	43
FOURNISSEURS, CLIENTS	1	44
ASSOCIATION INDUSTRIELLE	1	45
GOUVERNEMENT	1	46
RECHERCHES DU GOUVERNEMENT	1	47
UNIVERSITE	1	48
AUTRES : VEUILLEZ PRÉCISER :		49/50
		51/52
		53/54

7.D Quelle était la source originale de cette nouvelle technologie?

RECHERCHE PERSONNELLE	1	55
MAISON MÈRE	1	56
FOURNISSEURS, CLIENTS	1	57
ASSOCIATION INDUSTRIELLE	1	58
GOUVERNEMENT	1	59
RECHERCHES DU GOUVERNEMENT	1	60
UNIVERSITÉ	1	61
NE SAIS PAS	1	62
AUTRES : VEUILLEZ PRÉCISER :		63/64
		65/66
		67/68

S.V.P. PASSEZ À LA PAGE HUIT

69/79
80-2

8.A Les produits que vous fabriquez ou les services que vous fournissez sont-ils avancés du point de vue technologique?

OUI NON 2 **Passez directement à la page suivante** 5

8.B Si oui, expliquez brièvement la technologie que vous utilisez. 6/7
8/9
10/11

8.C D'où vient cette technologie avancée? Encerclez le chiffre à côté de toutes les réponses qui s'appliquent à votre situation.

RECHERCHE PERSONNELLE	1	12
MAISON MÈRE	1	13
FOURNISSEURS, CLIENTS	1	14
ASSOCIATION INDUSTRIELLE	1	15
GOUVERNEMENT	1	16
RECHERCHES DU GOUVERNEMENT ..	1	17
UNIVERSITÉ	1	18

AUTRES : VEUILLEZ PRÉCISER : 19/20
21/22
23/24

8.D Quelle était la source originale de cette nouvelle technologie?

RECHERCHE PERSONNELLE	1	25
MAISON MÈRE	1	26
FOURNISSEURS, CLIENTS	1	27
ASSOCIATION INDUSTRIELLE	1	28
GOUVERNEMENT	1	29
RECHERCHES DU GOUVERNEMENT ..	1	30
UNIVERSITÉ	1	31
NE SAIS PAS	1	32

AUTRES : VEUILLEZ PRÉCISER : 33/34
35/36
37/38

S.V.P. PASSEZ À LA PAGE NEUF

**TOUS LES RÉPONDANTS SONT PRIÉS
DE RÉPONDRE AUX QUESTIONS SUIVANTES**

Avant de terminer, veuillez répondre à ces quelques questions afin de nous aider à classer vos données.

- A. Quel âge avez-vous? Encerchez un seul chiffre.
- | | | |
|--------------------------|---|----|
| Moins de 18 ans | 1 | |
| De 18 ans à 24 ans | 2 | 39 |
| De 25 ans à 34 ans | 3 | |
| De 35 ans à 44 ans | 4 | |
| De 45 ans à 54 ans | 5 | |
| De 55 ans à 64 ans | 6 | |
| 65 ans et plus | 7 | |
- B. Êtes-vous :
- | | | |
|-------------|---|----|
| Homme | 1 | |
| Femme | 2 | 40 |
- C. Quel est votre plus haut niveau d'études? Encerchez un seul chiffre à côté de la réponse qui s'applique à votre situation.
- | | | |
|---|---|----|
| AUCUNE | 1 | |
| ÉCOLE PRIMAIRE | 2 | 41 |
| ÉTUDES SECONDAIRES NON TERMINÉES | 3 | |
| ÉTUDES SECONDAIRES TERMINÉES | 4 | |
| ÉTUDES À UNE ÉCOLE TECHNIQUE OU UN
CEGEP NON TERMINÉES | 5 | |
| ÉTUDES À UNE ÉCOLE TECHNIQUE OU UN
CEGEP TERMINÉES | 6 | |
| ÉTUDES UNIVERSITAIRES NON
TERMINÉES | 7 | |
| ÉTUDES UNIVERSITAIRES TERMINÉES | 8 | |
- AUTRE : DÉCRIVEZ :
-
- D. Quel est votre état civil?
- | | | |
|---|---|----|
| MARIÉ(E) (COMPREND L'UNION DE FAIT) | 1 | |
| CÉLIBATAIRE | 2 | 42 |
| VEUF (VEUVE), DIVORCÉ(E) OU SÉPARÉ(E) ... | 3 | |

S.V.P. PASSEZ À LA PAGE DIX

- E. Où êtes-vous né(e)?
 AU CANADA 1 43
 AUTRE PAYS : VEUILLEZ PRÉCISER : 44/45
 _____ 46/47
- F. Êtes-vous citoyen(ne) canadien(ne)?
 OUI 1 NON 2 48
- G. Travaillez-vous à temps plein ou non dans votre nouvelle entreprise?
 TRAVAILLE À TEMPS PLEIN 1 49
 NE TRAVAILLE PAS A TEMPS PLEIN 2
- H. Avez-vous occupé auparavant un emploi qui vous a permis d'acquérir l'expérience nécessaire pour exploiter votre entreprise?
 OUI 1 **RÉPONDEZ À J.** NON 2 50
- J. Si oui, quelle sorte de travail s'agissait-il? Décrivez le ou les emplois qui vous ont permis d'acquérir l'expérience pour exploiter votre entreprise.
 _____ 51/52
 _____ 53/54
 _____ 55/56
- K. Cette entreprise est : (Encerclez un seul chiffre à côté de la réponse qui s'applique à votre situation)
 ma première et la seule que je possède 1 57
 ma première, mais j'en ai fondé une autre depuis 2
 une de plusieurs entreprises que je possède 3
 la seule que je possède présentement, mais j'en ai possédé d'autres auparavant 4

Nous vous remercions de votre coopération. Les renseignements que vous nous avez fournis aideront grandement à trouver des moyens pour mieux répondre aux besoins de nouvelles entreprises.

Les résultats de cette enquête seront publiés dans un rapport sur les petites entreprises canadiennes qui paraîtra à l'automne. Écrivez à l'adresse suivante si vous désirez recevoir un exemplaire :

Bureau de la petite entreprise
Ministère de l'Expansion industrielle régionale
 235, rue Queen
 Ottawa (Ontario) K1A 0H5

