EM9313: The Toronto Star, February 15, 1993, page D7

TAKING THE PULSE

64% of Canadians want own business, poll says

FROM GALLUP CANADA

Almost two-thirds of Canadians would start their own businesses, if they had the option, a Gallup survey suggests.

That figure of 64 per cent is a seven percentage point increase since 1983, the last time Gallup asked the question.

Thirty-two per cent of those questioned said they prefer to work as an employee in a company, down seven percentage points since 1983.

Four per cent of those questioned said they didn't have an opinion.

Although a majority of those questioned in all regions said they would prefer to be their own boss, if they had the possibility to choose, the results vary across the country.

Whereas 69 per cent of residents in the Atlantic provinces said they would like to start their own business, this figure decreases to 66 per cent in the Prairies, 64 per cent in Ontario, to 62 percent in Quebec and to 61 per cent in British Columbia.

Age and education appear to make a difference to people's answers Whereas 69 per cent of those questioned aged 30 to 39 and 68 per cent of those between 18 and 29 said they would choose to start their own company, if they could, this figure decreases to 65 per cent among respondents between 40 and 49, sixty-four per cent for those between 50 and 64 and to 47 per cent among respondents 65 years and older.

While 57 per cent of respondents with an elementary school education said they would prefer to start their own business, 60 per cent of respondents with a high school education and 63 per cent of those with a college education said they would prefer to be their own boss, if they had the option. Seventy-two percent of respondents who attended university said they would rather start their own business than work as an employee in a company.

Today's results are based on 1,024 telephone interviews with adults, conducted Jan. 24 to 26, 1993. A national telephone sample of this size is accurate within a 3.1 percentage point margin of error, 19 in 20 times. The margins of error are higher for the regions, reflecting smaller sample sizes. For example, in Quebec 264 interviews were conducted with a margin of error of 6.2 percentage points, 19 in 20 times.

If you had the possibility to choose, which of these would you prefer: to start your own business or work as an employee in a company?

Canada	**Start own business**	**Work as employee**	**Don't know**
Today	64%	32%	4%
Age			
18-29	68%	31%	1%
30-39	69	30	2
40-49	65	34	1
50-64	64	33	3
Over 65	47	35	18

Note: Percentages may not add exactly to 100, due to rounding.

The article EM9313 reprinted above is used in Chapter 13 of the STAT 231 Course Materials and in Figure 2.19a of the STAT 332 Course Materials.