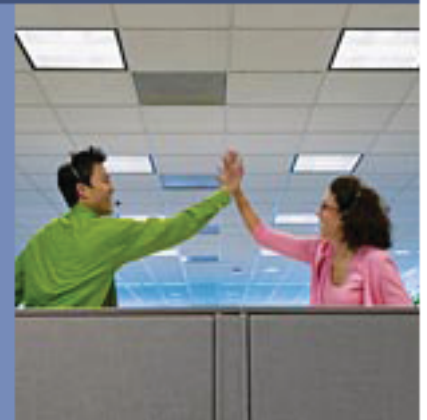


## Key Findings - By Business Issue

View findings by business issue:

### Passion for Business

We all get passionate about something — but just how passionate are North American businesses about what they do? How interested are they in pushing the barriers to providing better products or services — and if they were given the opportunity to do it all again, just how many would?



- ▶ 1. In an average week, how many hours do you spend working at your company?
- ▶ 2. Do you ever work on weekends?
- ▶ 3. How likely would you be to set up a business again?
- ▶ 4. If your child were to consider setting up their own business, would you encourage or discourage them?
- ▶ 5. Which of the following would you say are very important to you?
- ▶ 6. Which of the following is most important to you?

### 1. In an average week, how many hours do you spend working at your company?

Small business owners can't be faulted for putting in the hours. 48% work most or every weekend, and only 14% of respondents could be categorized as part timers, indicating they work 40 hours or less. What are the rest doing? About a third work from 50-59 hours a week, and 80% work between 40 and 79 hours. The average: 54 hours a week. Tally those numbers and you'll find that 6% work more than 80 hours a week!



## 2. Do you ever work on weekends?

Weekends never come for about half of business owners. Only 6% indicate they do not work weekends, and 48% say they work most or every weekend. Retailers are most likely to be on the job with 72% indicating they work most or every weekend. TGIF is clearly a very 90's concept for these hard-working types.

### Weekends never come for about half of business owners.



**6%**  
Do not work weekends



**48%**  
Work most or every weekend



**72%**  
Retailers who work most or every weekend

## 3. How likely would you be to set up a business again?

The prospect of setting up a business again isn't attractive to 15% of businesses; a significant 85% would do it all over again if they could. Business owners in the northeast USA and those in business services are the most likely. Least likely: those in the northwest, where 21% indicated they're unlikely or unsure. Among business types, accountants are least likely, with a full 30% indicating they're unlikely or unsure.

### 5 out of 6 would set up business again



**85%**  
Likely to set up business again



**21%**  
Northwest USA unlikely or unsure



**30%**  
Accountants unlikely or unsure

#### 4. If your child were to consider setting up their own business, would you encourage or discourage them?

Considering 85% of business owners would set up another business, it's no surprise that the majority would encourage their children to do the same. 75% would actively encourage their children to start their own business, while only 15% would not encourage it, and just 1% would actively discourage it.



#### 5. Which of the following would you say are very important to you?

##### Family over work



Business people are in business for many reasons, but what is important to them has less to do with business than it does with family. Spouse, health, children, and friends all rank above job as very important.

#### 6. Which of the following is most important to you?

It's the age-old question: Which comes first, the chicken or the egg? To business owners, it's family before work. Only 2% cited their job as the single most important part of their lives. Their spouse/partner was cited by 50% and children by 26%.

##### Spouse/partner is #1



**2%**  
Job is most important



**50%**  
Spouse/  
partner is  
most important



**26%**  
Children  
are most  
important