

OUR CITY. OUR FUTURE.

City Influencers

Survey Results
Business Ownership

November 2023



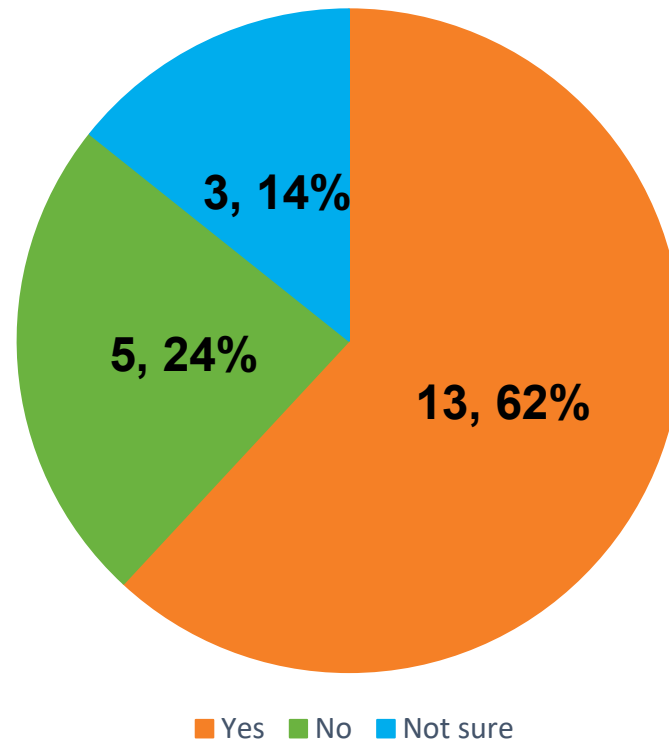
ST. JOHN'S

Business Ownership

Starting a business and business supports was a topic at our Youth Forums held in 2022 and early 2023. The City is interested in learning more about the thoughts of 18 to 30-year-olds on being a business owner, and awareness of business supports for entrepreneurs in St. John's.

Results

Do you consider owning a business a viable career option for you?



n = 21

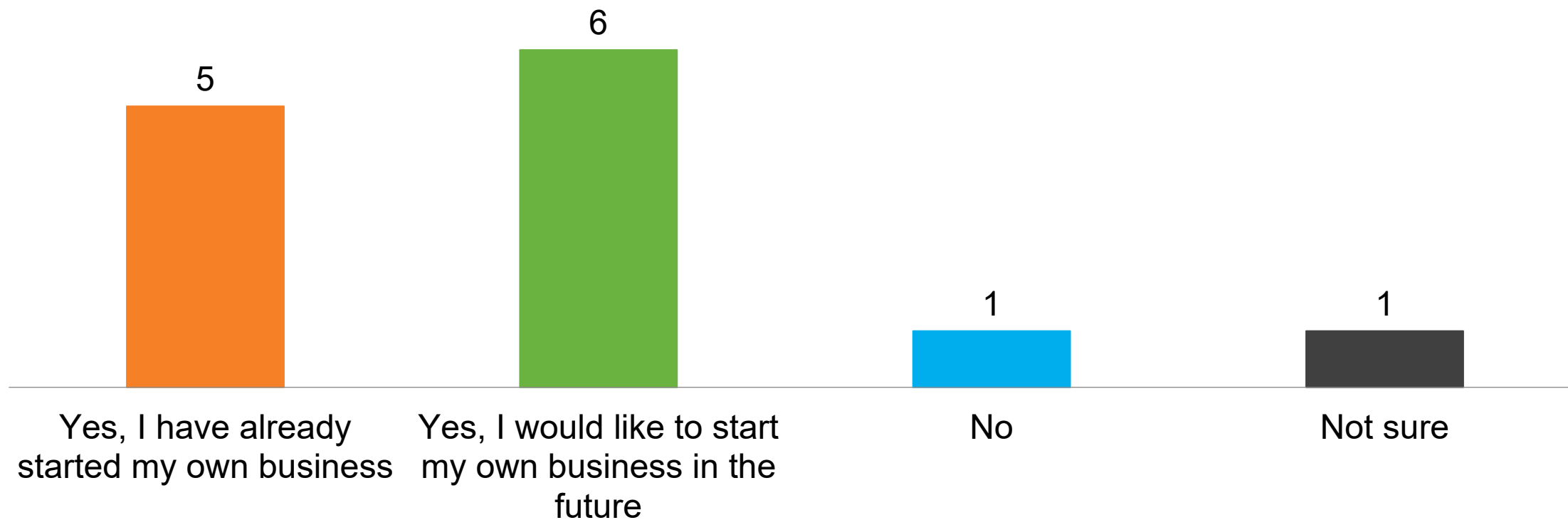
Results

Why is owning a business not a viable career option for you?

- Too many unknown variables
- I do not have access to the capital needed
- St. John's does not seem to have a good small business environment unless the business is located downtown, which is very expensive for a start-up.
- Insufficient experience and a poor understanding of how to enter the market and find my niche. Scared of navigating how to advertise well.
- Need to have money for necessities.

Results

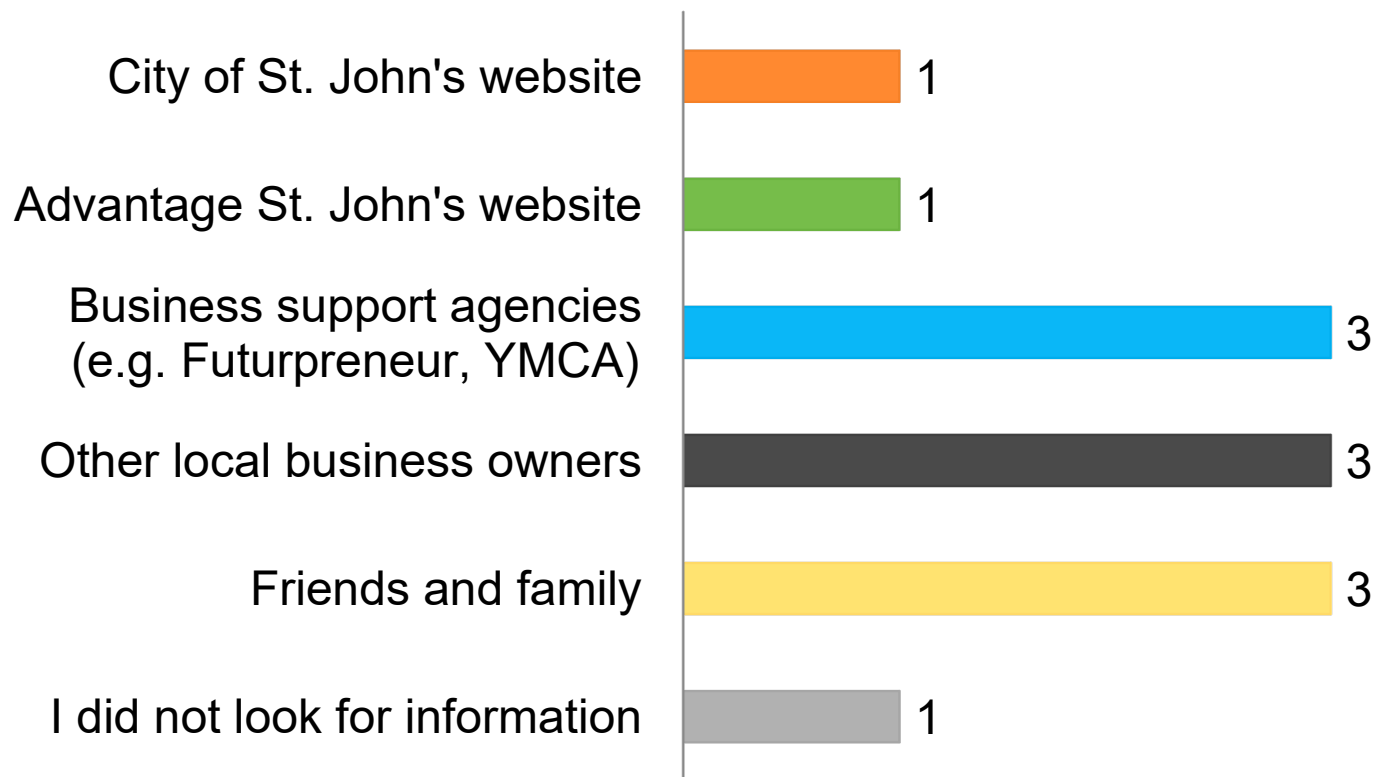
Would you consider starting your own business in St. John's?



n = 13

Results

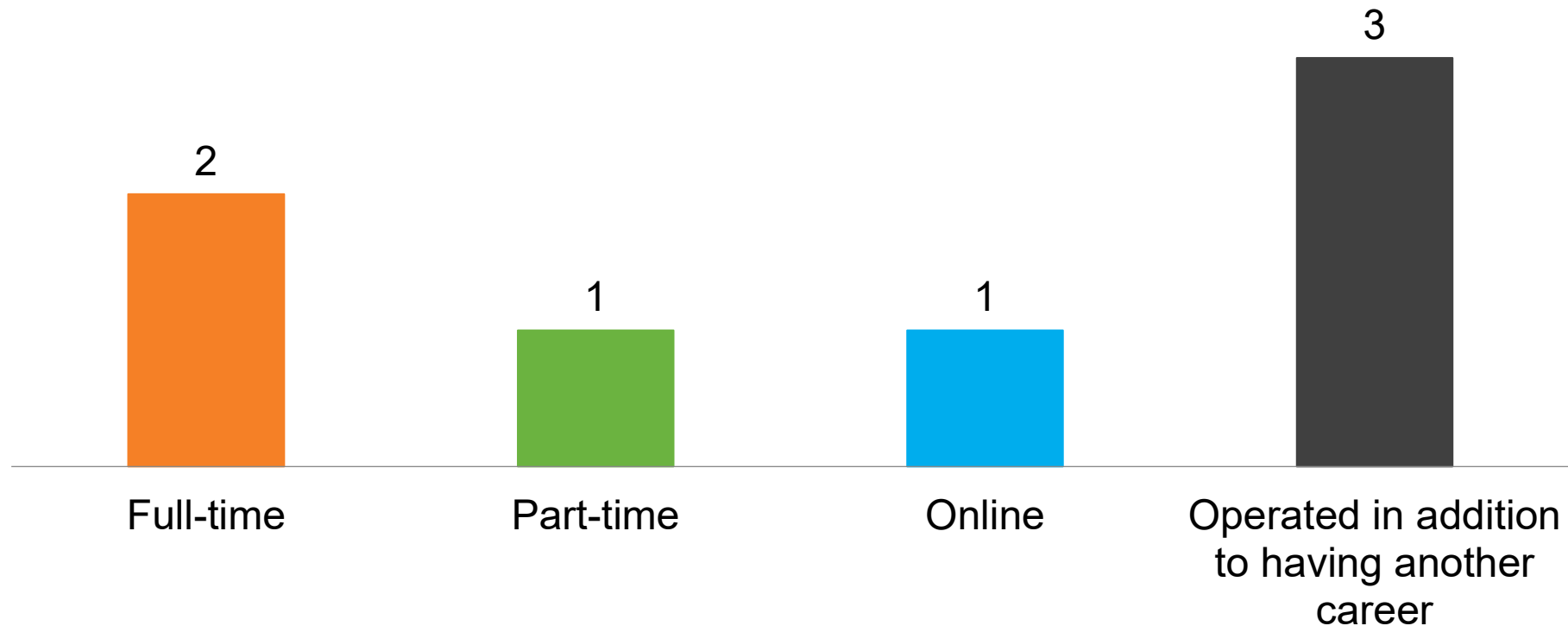
Where did you find information to help you start your own business? Check all that apply.



n = 5

Results

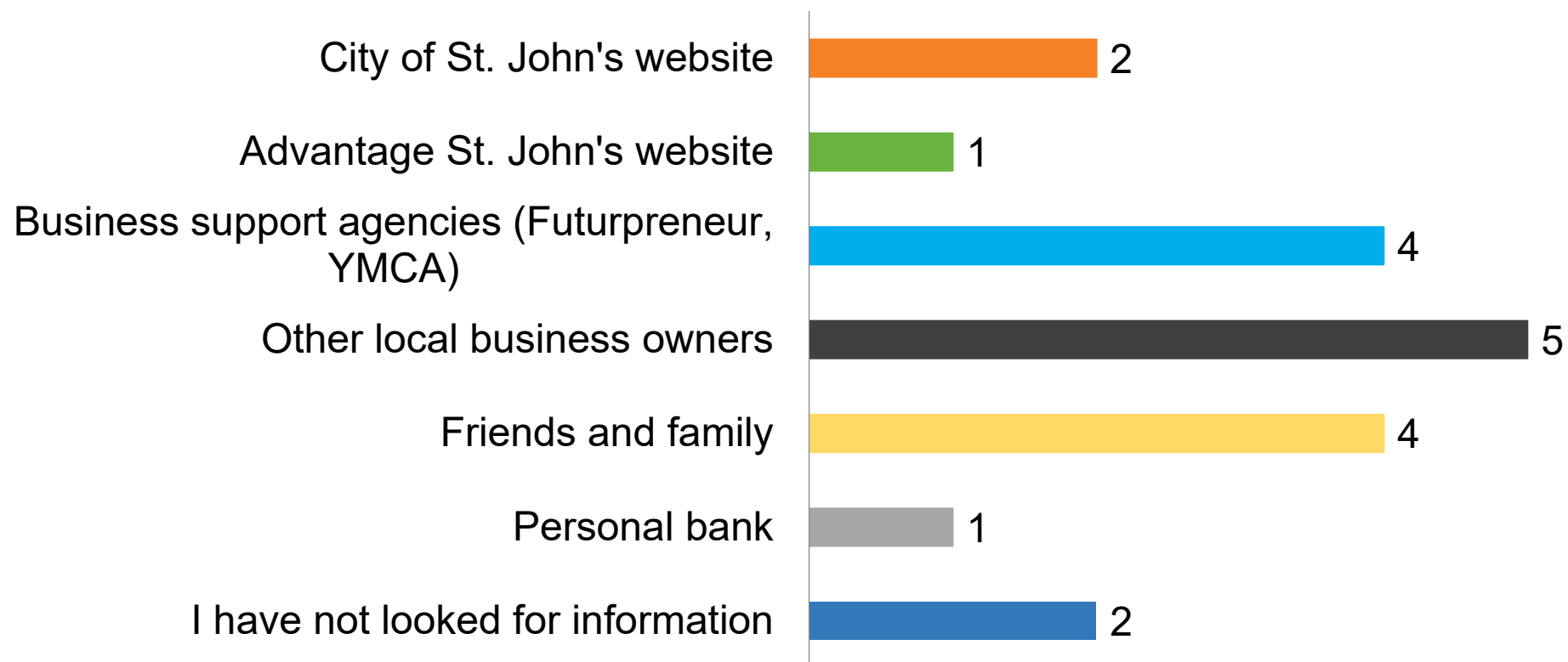
What is the status of your business? Check all that apply



n = 5

Results

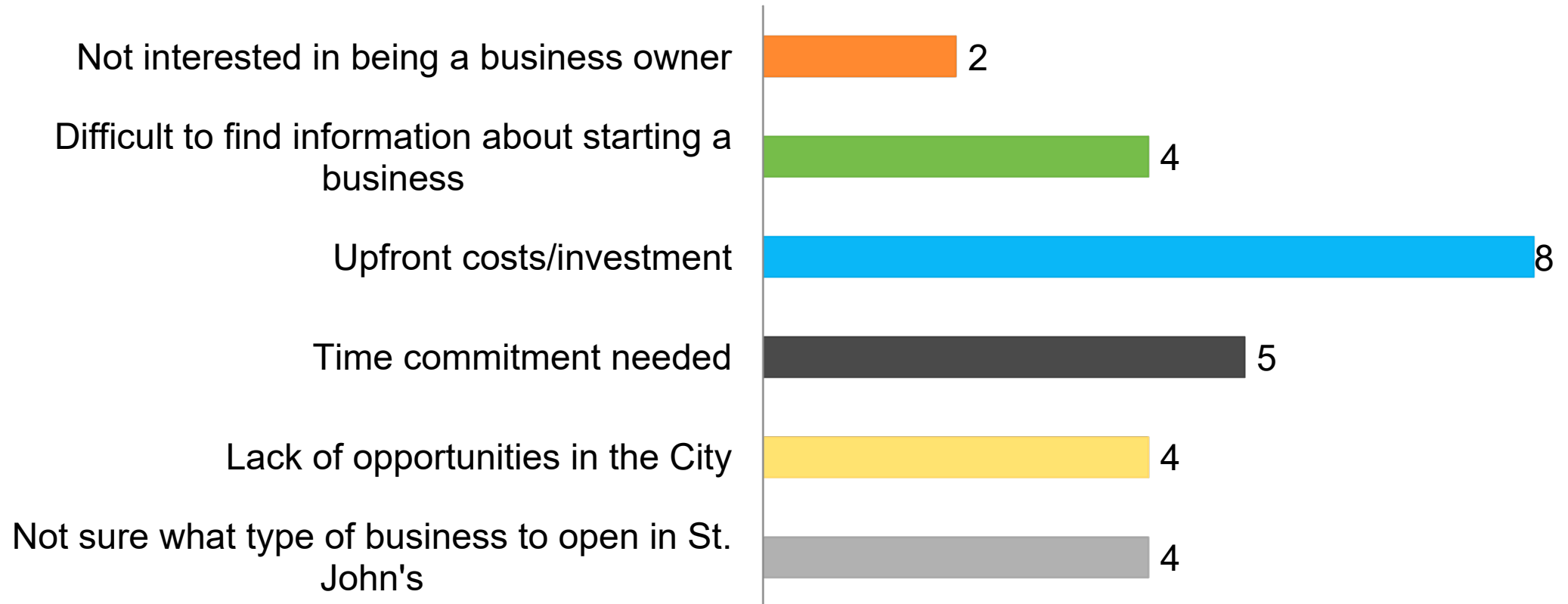
What resources have you used to learn more about starting a business? Check all that apply



n = 6

Results

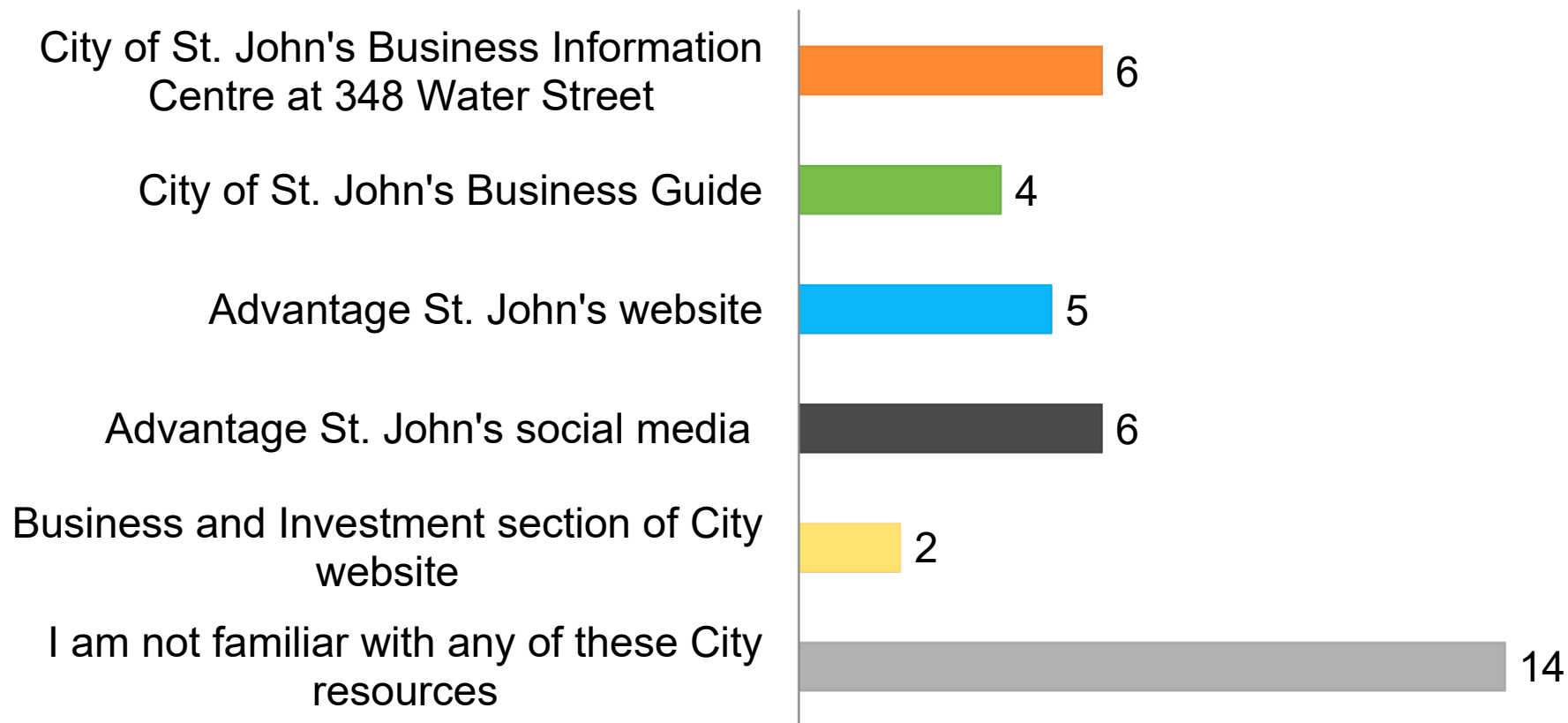
What would prevent you from starting your own business? Check all that apply



n = 10

Results

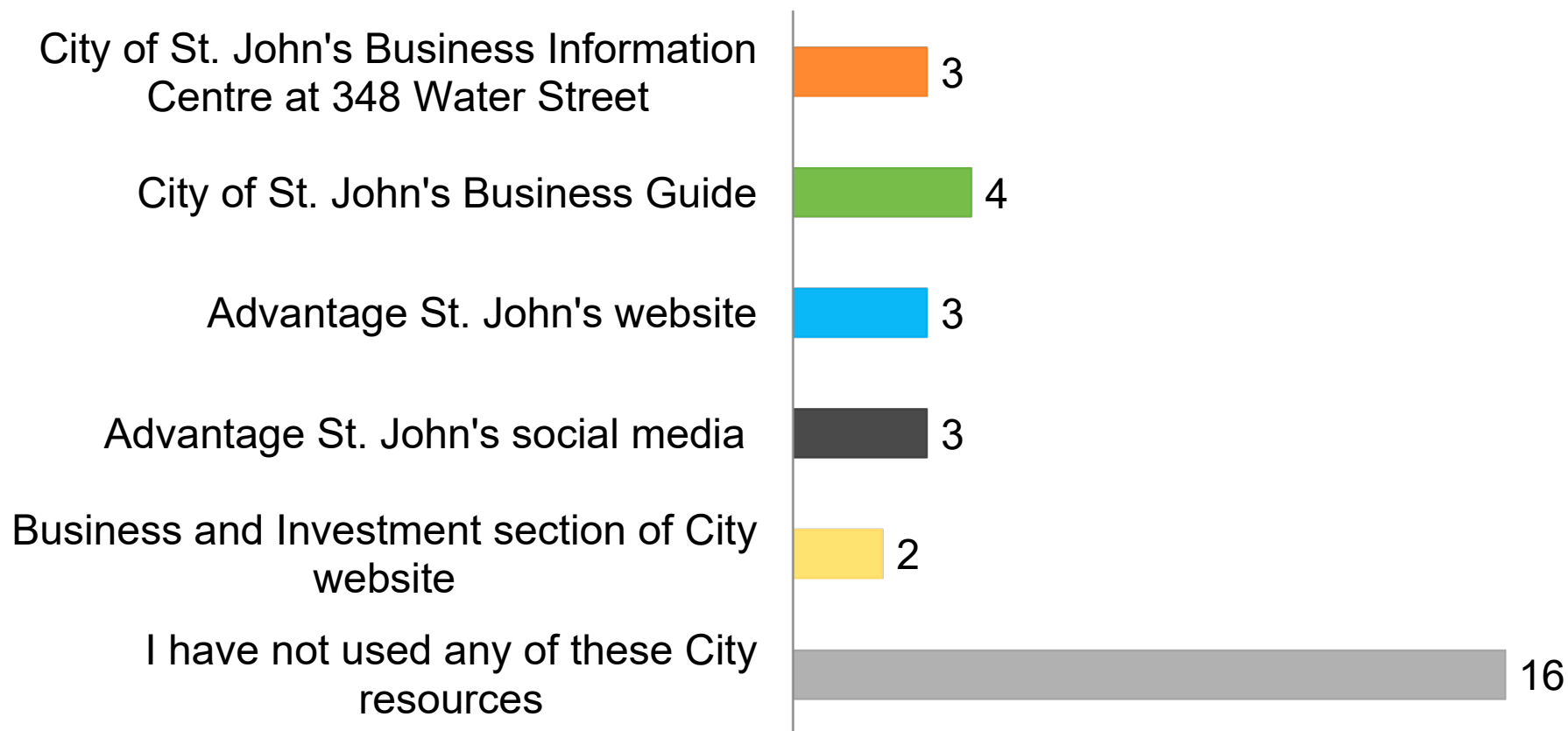
Which of the following City resources are you familiar with?
Check all that apply



n = 21

Results

Of the City resources that you are familiar with, which have you used? Check all that apply



n = 21

Results

Which of the following business support agencies are you aware of? Check all that apply

- Memorial Centre for Entrepreneurship (MCE) – 12 respondents
- Genesis Centre – 11 respondents
- NL Organization of Women Entrepreneurs (NLOWE) – 9 respondents
- Futurpreneur – 7 respondents
- YMCA Employment, Enterprise and Newcomer Services – 7 respondents
- Atlantic Canada Opportunities Agency (ACOA) – 6 respondents
- Metro Business Opportunities Agency – 3 respondents
- Other (Guide to the Good) – 1 respondent
- I am not aware of any of the business support agencies – 1 respondent

Results

What information would you like to learn from young entrepreneurs in the City of St. John's? Check all that apply

How they got started, 15

What a typical day looks like for them, 14

Challenges or opportunities in starting their own business, 19

Courses or training that helped them be successful, 16

Resources they used, 14

I am not interested in this type of information, 1

n = 21

Results (1/2)

What small businesses or business owners do you admire in St. John's?

- Newbornlander
- Whink
- Bannerman Brewery
- The Cove
- Urban Market
- Posie Row
- Newfoundland Donut Company
- Modern Shoe
- TVAL
- Battery Café
- Three Sisters
- Toslow
- Mallard Cottage

Results (2/2)

What small businesses or business owners do you admire in St. John's?

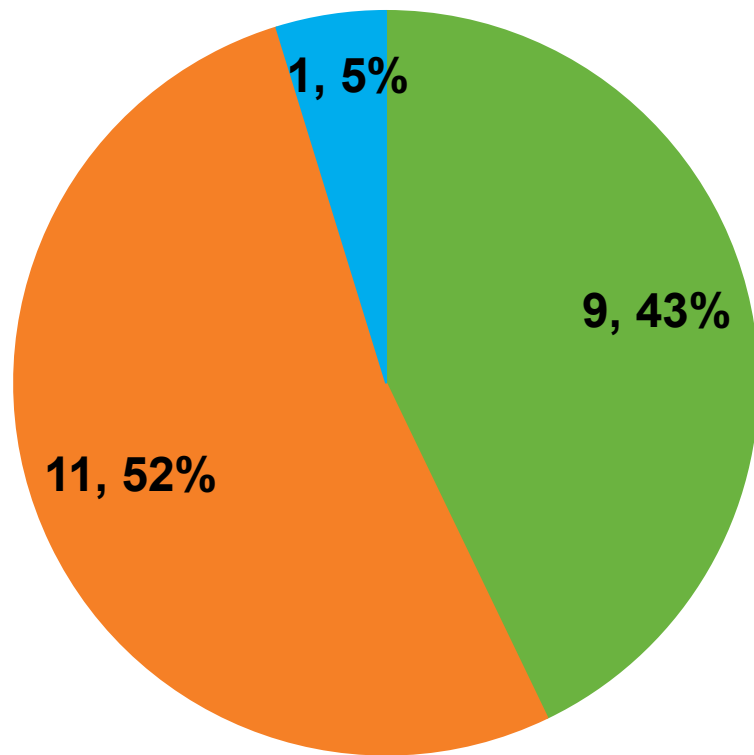
- Elaine's Second Hand Books
- Ches's Fish & Chips
- Kara O'Keefe
- Viviana Ramirez-Luna (Planeet Consulting)
- Businesses in food services, clothing, and technology/software

Results

Is there anything else you would like to tell us about this topic?

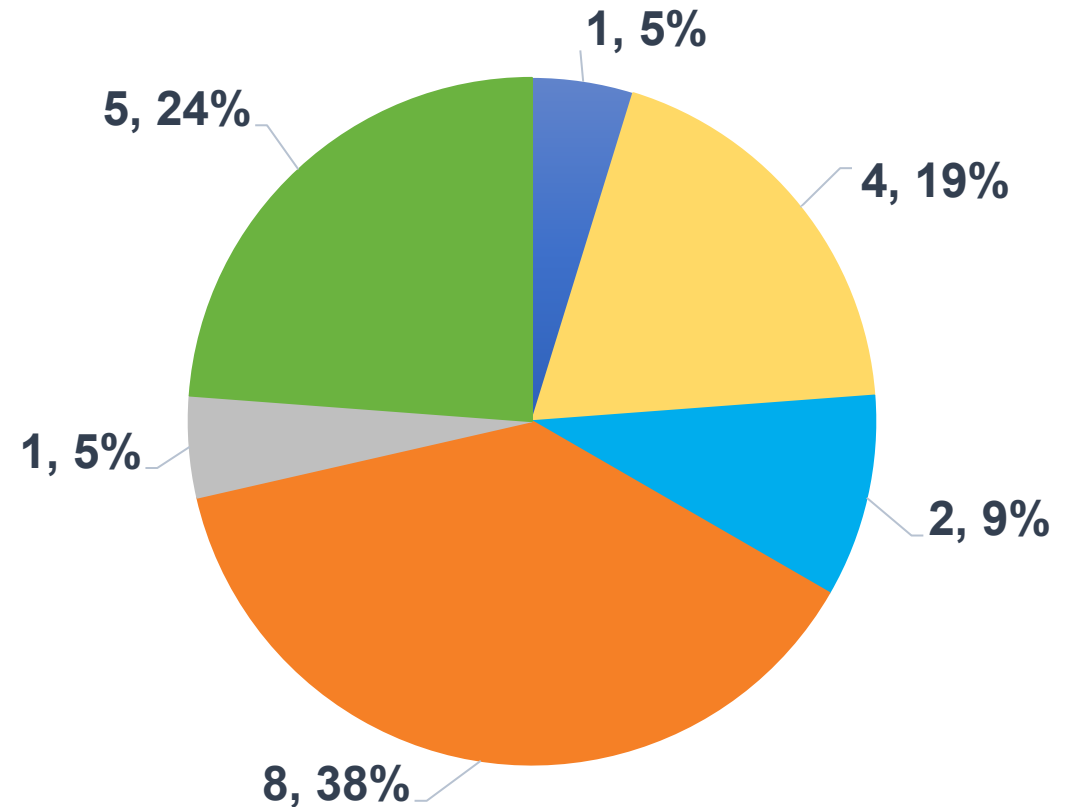
- My business is online to help other people and build awareness.
- I think a small business or local business newsletter (like email) could be really cool in trying to support local along with having a like business of the week to do shout outs before Christmas.
- It's a good topic.
- Please support those who think about the welfare of the communities in our province.

Who completed the survey?



n = 21

Male Female Other



Ward 1

Ward 2

Ward 3

Ward 4

Ward 5

Not sure

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New surveys and survey results will be published monthly. Check out the details from previous [surveys](#).

