

## **New Research to Capture the Impact of Aboriginal Business in Canada**

CCAB and Environics Research Group have launched a new research study to provide a current snapshot of Aboriginal business owners in Canada. The Aboriginal Business Survey (ABS) will **contribute to the understanding and attitudes of decision makers about the challenges and opportunities faced by Aboriginal businesses.**

ABS aims to:

- Deepen our understanding of privately owned Aboriginal businesses and their prospects for success or failure.
- Explore goals and strategies of Aboriginal businesses, and factors contributing to growth, such as skills, markets, technology, financing, and use of government support.
- Identify where and in what ways Aboriginal businesses are contributing to innovation.
- Gain insight into a little known and important dimension of the Aboriginal business community: Aboriginal community-owned businesses, through a concurrent survey of CEOs of economic development corporations and community-owned enterprises across Canada.

### **Why is this important?**

- **Aboriginal self-employment is on the rise.** Based on the 2006 Census, there are roughly 34,000 self-employed Aboriginal persons in Canada. The number of Aboriginal businesses grew three times more than non-Aboriginal businesses between 2001 and 2006. Aboriginal individuals who are self-employed can be found in every part of Canada, and entrepreneurial activity is growing strongly across Aboriginal identity groups.
- **The last meaningful investigation of Aboriginal business owners is nearly a decade old.** With no current research to capture the scale and scope of this growing business community, Aboriginal people, businesses and communities, as well as the mainstream business community, and government lack the ability to comprehensively offer insights, tools and practices to fully value and utilize the talents and expertise of Aboriginal business owners. ABS will offer new and timely information and insights.

- **The lack of information on Aboriginal community-owned enterprises is a significant information gap.** The dynamism in First Nation economic development appears to come as much from community-owned as from privately owned businesses.

### **How can I participate?**

Aboriginal Entrepreneurs, business owners, and economic development corporations can determine their eligibility to participate in ABS by contacting 1-877-304-5276 between September 13 and October 11, 2010.

Environics Research Group, one of Canada's leading public opinion research firms and the organization responsible for the recently released *Urban Aboriginal Peoples Study*, will conduct this research.

### **When will the results be available?**

The survey will be conducted with Aboriginal business owners by telephone from September-October 2010. CCAB will widely release its findings in March 2011. Your personal information will be confidential and not shared with anyone else.

### **Our funders**

The Aboriginal Business Survey is possible through the generous support of Indian and Northern Affairs Canada (INAC) and RBC Financial Group.