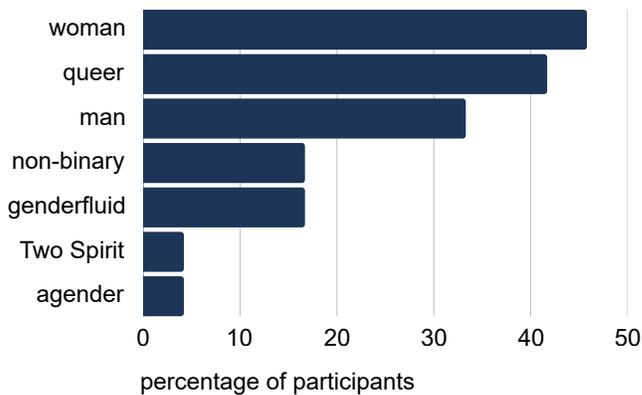
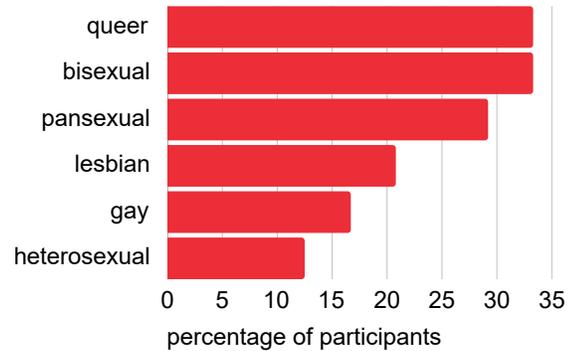


This visual breakdown offers an in-depth look at the identity of individuals in New Brunswick who participated in the Queer Atlantic Business Hub community survey. It also highlights a regional perspective of participants' challenges and their desired offerings from the Hub.

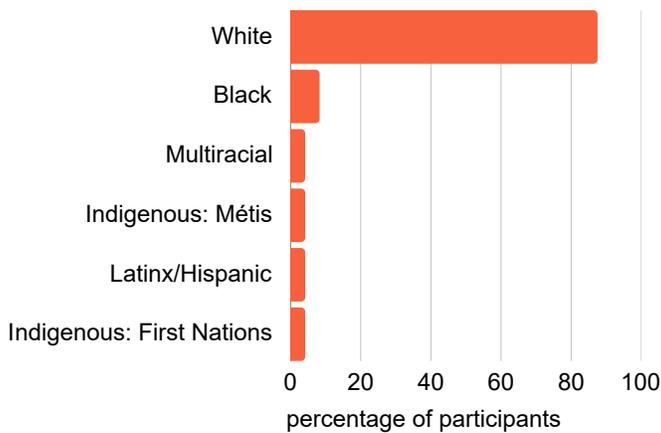
Gender identity



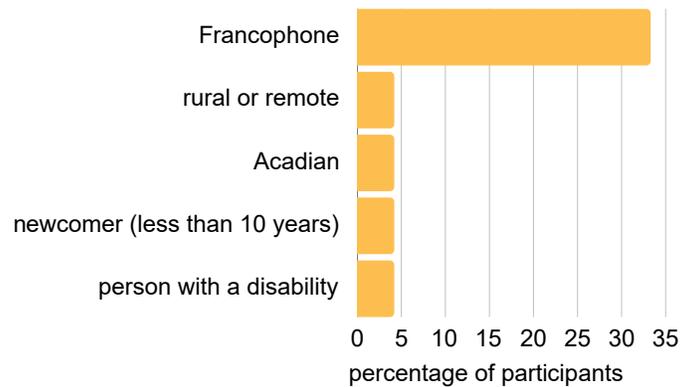
Sexual orientation



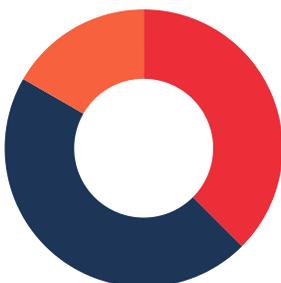
Racial identity



Other identities



Age



- 25 to 34 years old (35%)
- 35 to 44 years old (32.5%)
- 45 to 54 years old (15%)

Challenges and barriers

When asked to identify challenges or barriers faced as a 2SLGBTQIA+ entrepreneur or aspiring business owner, here are the top responses among participants in New Brunswick:

-  **Mental health or burnout**
identified by 37.5% of participants
-  **Gap in business skills or experience**
identified by 29.2% of participants
-  **Financial literacy, accounting, or bookkeeping challenges**
identified by 37.5% of participants
-  **Lack of visibility or trouble reaching customers/markets**
identified by 25% of participants
-  **Difficulty accessing funding or investment**
identified by 37.5% of participants
-  **Lack of mentorship or guidance**
identified by 32.5% of participants

Other responses: Bias, discrimination, or exclusion (20.1%), limited access to networking opportunities (16.7%)

Desired offerings from the Queer Atlantic Business Hub

When asked to identify what they would want a new Atlantic 2SLGBTQIA+ business resource hub to offer, here are the responses in order of priority among participants in New Brunswick:



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