

1. Have you ever thought of owning your own business?

	Total	Gender		AGE			EDUCATION				Thought of owning		Business owners		ONLINE PRESENCE	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2000	907	1093	465	786	749	78	321	900	701	1295	705	463	832	1416	584
Base: All Respondents (wtd)	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
Yes	1253	661	591	406	425	422	90	423	522	218	1253	-	403	850	930	323
	63%	68%	58%	74%	63%	54%	51%	58%	67%	71%	100%	-	100%	100%	67%	52%
		B		DE	E		*		FG	FG	K				O	
No	747	311	437	140	255	352	88	307	262	90	-	747	-	-	448	299
	37%	32%	42%	26%	37%	46%	49%	42%	33%	29%	-	100%	-	-	33%	48%
			A		C	CD	HI*	HI				J				N
Sigma	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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2. Have you started or purchased your own business?

	Total	Gender		AGE			EDUCATION				Thought of owning		Business owners		ONLINE PRESENCE	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	1295	643	652	346	528	421	38	179	590	488	1295	-	463	832	984	311
Base: All Answering (wtd)	1253	661	591	406	425	422	90	423	522	218	1253	-	403	850	930	323
Yes	403	232	171	83	136	185	25	109	184	85	403	-	403	-	284	119
	32%	35%	29%	20%	32%	44%	28%	26%	35%	39%	32%	-	100%	-	31%	37%
					C	CD	*		G	G			M			
No	850	429	421	323	289	237	65	314	338	133	850	-	-	850	646	203
	68%	65%	71%	80%	68%	56%	72%	74%	65%	61%	68%	-	-	100%	69%	63%
				DE	E		*	HI					L			
Sigma	1253	661	591	406	425	422	90	423	522	218	1253	-	403	850	930	323
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)

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3_1. How much do you agree or disagree with each of the following? I (would) like starting/running my own business because it gives me the ability to - Make more money

	Total	Gender		AGE			EDUCATION				Thought of owning		Business owners		ONLINE_PRESENCE	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2000	907	1093	465	786	749	78	321	900	701	1295	705	463	832	1416	584
Base: All Respondents (wtd)	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
Top 2 Box (Net)	1658	829	830	488	580	590	156	632	628	242	1124	534	357	768	1200	458
	83%	85%	81%	89%	85%	76%	88%	87%	80%	79%	90%	71%	88%	90%	87%	74%
		B		E	E		*	HI			K				O	
Strongly agree	684	362	323	251	244	189	80	271	242	91	514	171	151	362	517	167
	34%	37%	31%	46%	36%	24%	45%	37%	31%	29%	41%	23%	38%	43%	38%	27%
		B		DE	E		HI*	I			K				O	
Agree	974	467	507	237	336	401	76	361	386	151	611	363	205	405	683	291
	49%	48%	49%	43%	49%	52%	43%	49%	49%	49%	49%	49%	51%	48%	50%	47%
						C	*									
Bottom 2 Box (Net)	342	143	198	58	100	184	22	98	156	66	128	213	46	82	178	163
	17%	15%	19%	11%	15%	24%	12%	13%	20%	21%	10%	29%	12%	10%	13%	26%
			A			CD	*		G	G		J				N
Disagree	260	115	144	49	78	132	20	66	117	56	117	143	41	75	145	115
	13%	12%	14%	9%	11%	17%	11%	9%	15%	18%	9%	19%	10%	9%	11%	18%
						CD	*		G	G		J				N
Strongly disagree	82	28	54	9	22	52	2	31	38	11	11	71	5	6	33	49
	4%	3%	5%	2%	3%	7%	1%	4%	5%	3%	1%	9%	1%	1%	2%	8%
			A			CD	*					J				N
Sigma	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)

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3_2. How much do you agree or disagree with each of the following? I (would) like starting/running my own business because it gives me the ability to - Have control over my career

	Total	Gender		AGE			EDUCATION				Thought of owning		Business owners		ONLINE_PRESENCE	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2000	907	1093	465	786	749	78	321	900	701	1295	705	463	832	1416	584
Base: All Respondents (wtd)	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
Top 2 Box (Net)	1766	869	898	518	616	632	158	643	691	275	1208	558	389	820	1262	504
	88%	89%	87%	95%	91%	82%	89%	88%	88%	89%	96%	75%	96%	97%	92%	81%
				DE	E		*				K				O	
Strongly agree	825	403	422	316	285	223	77	303	318	128	684	141	226	458	662	163
	41%	41%	41%	58%	42%	29%	43%	41%	41%	41%	55%	19%	56%	54%	48%	26%
				DE	E		*				K				O	
Agree	942	466	476	201	331	409	81	340	373	147	525	417	163	362	600	341
	47%	48%	46%	37%	49%	53%	45%	47%	48%	48%	42%	56%	40%	43%	44%	55%
					C	C	*				J				N	
Bottom 2 Box (Net)	234	103	130	28	64	142	20	87	93	33	44	189	14	30	116	117
	12%	11%	13%	5%	9%	18%	11%	12%	12%	11%	4%	25%	4%	3%	8%	19%
					C	CD	*				J				N	
Disagree	155	77	78	19	51	85	18	53	59	25	39	115	12	28	84	71
	8%	8%	8%	3%	7%	11%	10%	7%	8%	8%	3%	15%	3%	3%	6%	11%
					C	C	*				J				N	
Strongly disagree	79	27	52	10	13	56	3	34	34	8	5	74	3	2	32	47
	4%	3%	5%	2%	2%	7%	2%	5%	4%	3%	*	10%	1%	*	2%	7%
			A			CD	*				J				N	
Sigma	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)

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4_1. How much do you agree or disagree with each of the following? - I wish more businesses had credit or debit card tap-to-pay

	Total	Gender		AGE			EDUCATION				Thought of owning		Business owners		ONLINE PRESENCE	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2000	907	1093	465	786	749	78	321	900	701	1295	705	463	832	1416	584
Base: All Respondents (wtd)	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
Top 2 Box (Net)	1538	769	769	438	522	578	129	574	596	238	1002	536	327	675	1114	424
	77%	79%	75%	80%	77%	75%	73%	79%	76%	77%	80%	72%	81%	80%	81%	68%
							*				K				O	
Strongly agree	597	273	324	220	197	180	62	212	230	93	403	194	121	282	477	120
	30%	28%	31%	40%	29%	23%	35%	29%	29%	30%	32%	26%	30%	33%	35%	19%
				DE	E		*				K				O	
Agree	941	496	445	217	325	398	68	361	367	145	599	342	205	394	637	304
	47%	51%	43%	40%	48%	51%	38%	50%	47%	47%	48%	46%	51%	46%	46%	49%
		B			C	C	*									
Bottom 2 Box (Net)	462	203	259	108	158	196	49	156	188	70	251	212	77	174	264	198
	23%	21%	25%	20%	23%	25%	27%	21%	24%	23%	20%	28%	19%	20%	19%	32%
							*					J				N
Disagree	367	166	201	89	126	152	35	123	150	59	197	170	57	141	215	153
	18%	17%	20%	16%	19%	20%	19%	17%	19%	19%	16%	23%	14%	17%	16%	25%
							*					J				N
Strongly disagree	95	37	58	19	32	44	14	33	37	11	53	42	20	33	50	45
	5%	4%	6%	4%	5%	6%	8%	5%	5%	4%	4%	6%	5%	4%	4%	7%
							*									N
Sigma	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)

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4_2. How much do you agree or disagree with each of the following? - I wish more businesses had mobile payment options (e.g. through apple-pay, android pay, google-wallet etc.)

	Total	Gender		AGE			EDUCATION				Thought of owning		Business owners		ONLINE PRESENCE	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2000	907	1093	465	786	749	78	321	900	701	1295	705	463	832	1416	584
Base: All Respondents (wtd)	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
Top 2 Box (Net)	940	480	460	325	355	261	100	337	360	142	664	276	209	455	770	170
	47%	49%	45%	60%	52%	34%	56%	46%	46%	46%	53%	37%	52%	54%	56%	27%
				DE	E		*				K				O	
Strongly agree	287	146	141	141	96	50	37	100	107	43	213	74	66	146	247	40
	14%	15%	14%	26%	14%	6%	21%	14%	14%	14%	17%	10%	16%	17%	18%	6%
				DE	E		*				K				O	
Agree	653	334	320	184	259	211	64	237	254	99	451	202	143	309	523	131
	33%	34%	31%	34%	38%	27%	36%	32%	32%	32%	36%	27%	35%	36%	38%	21%
				E			*				K				O	
Bottom 2 Box (Net)	1060	492	568	221	325	513	78	393	424	166	588	471	194	394	608	451
	53%	51%	55%	40%	48%	66%	44%	54%	54%	54%	47%	63%	48%	46%	44%	73%
				C	CD		*				J				N	
Disagree	826	395	431	183	271	372	58	303	328	137	480	346	156	324	499	327
	41%	41%	42%	34%	40%	48%	33%	41%	42%	45%	38%	46%	39%	38%	36%	53%
				CD			*				J				N	
Strongly disagree	234	97	136	38	54	142	19	90	96	28	108	125	38	70	110	124
	12%	10%	13%	7%	8%	18%	11%	12%	12%	9%	9%	17%	9%	8%	8%	20%
				CD			*				J				N	
Sigma	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)

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5_1. Please select your most preferred method of paying for a product or service you have purchased from a local business. - Purchases up to \$25

	Total	Gender		AGE			EDUCATION				Thought of owning		Business owners		ONLINE_PRESENCE	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2000	907	1093	465	786	749	78	321	900	701	1295	705	463	832	1416	584
Base: All Respondents (wtd)	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
Cash	844	444	400	224	290	329	79	350	310	104	535	308	170	366	518	326
	42%	46%	39%	41%	43%	43%	44%	48%	40%	34%	43%	41%	42%	43%	38%	52%
		B					*	HI	I							N
Cheque	15	6	8	9	4	2	4	6	4	1	10	5	4	6	12	3
	1%	1%	1%	2%	1%	*	3%	1%	*	*	1%	1%	1%	1%	1%	*
				E			*									
Credit card	461	222	239	110	148	203	23	132	185	121	279	182	87	192	320	141
	23%	23%	23%	20%	22%	26%	13%	18%	24%	39%	22%	24%	22%	23%	23%	23%
							*		FG	FGH						
Debit card	589	240	349	154	212	223	64	208	248	68	363	225	114	250	452	136
	29%	25%	34%	28%	31%	29%	36%	29%	32%	22%	29%	30%	28%	29%	33%	22%
			A				I*	I	I							O
e-transfer	16	9	8	12	4	1	4	-	12	1	13	4	6	7	12	4
	1%	1%	1%	2%	1%	*	2%	-	2%	*	1%	1%	1%	1%	1%	1%
				E			G*		GI							
Mobile payment options (e.g. through apple-pay, android pay, google-wallet etc.)	76	51	24	38	22	16	4	34	25	13	52	24	23	29	65	11
	4%	5%	2%	7%	3%	2%	2%	5%	3%	4%	4%	3%	6%	3%	5%	2%
		B		DE			*									O
Sigma	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)

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5_2. Please select your most preferred method of paying for a product or service you have purchased from a local business. - Purchases between \$26-\$50

	Total	Gender		AGE			EDUCATION				Thought of owning		Business owners		ONLINE_PRESENCE	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2000	907	1093	465	786	749	78	321	900	701	1295	705	463	832	1416	584
Base: All Respondents (wtd)	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
Cash	378	235	143	106	134	138	59	169	116	34	227	152	79	148	202	177
	19%	24%	14%	19%	20%	18%	33%	23%	15%	11%	18%	20%	19%	17%	15%	28%
		B					HI*	HI	I							N
Cheque	15	6	10	8	3	4	6	5	3	2	11	5	10	*	11	4
	1%	1%	1%	2%	*	1%	3%	1%	*	1%	1%	1%	3%	*	1%	1%
							H*						M			
Credit card	634	301	333	138	196	300	25	184	264	161	382	252	123	259	442	192
	32%	31%	32%	25%	29%	39%	14%	25%	34%	52%	30%	34%	30%	30%	32%	31%
						CD	*	F	FG	FGH						
Debit card	888	386	502	251	319	318	86	343	370	90	582	306	171	411	649	239
	44%	40%	49%	46%	47%	41%	48%	47%	47%	29%	46%	41%	42%	48%	47%	38%
			A				I*	I	I							O
e-transfer	19	7	12	10	9	1	-	4	11	4	11	9	2	9	17	2
	1%	1%	1%	2%	1%	*	-	1%	1%	1%	1%	1%	*	1%	1%	*
				E	E		*									
Mobile payment options (e.g. through apple-pay, android pay, google-wallet etc.)	65	37	28	33	20	13	2	25	21	17	41	24	18	23	57	8
	3%	4%	3%	6%	3%	2%	1%	3%	3%	5%	3%	3%	5%	3%	4%	1%
				DE			*			H						O
Sigma	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)

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5_3. Please select your most preferred method of paying for a product or service you have purchased from a local business. - Purchases between \$51-\$100

	Total	Gender		AGE			EDUCATION				Thought of owning		Business owners		ONLINE_PRESENCE	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2000	907	1093	465	786	749	78	321	900	701	1295	705	463	832	1416	584
Base: All Respondents (wtd)	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
Cash	222	152	70	58	89	75	41	97	69	16	139	83	46	93	108	114
	11%	16%	7%	11%	13%	10%	23%	13%	9%	5%	11%	11%	11%	11%	8%	18%
		B					GHI*	HI	I							N
Cheque	15	6	9	12	1	2	2	8	4	2	11	4	9	2	10	5
	1%	1%	1%	2%	*	*	1%	1%	*	*	1%	1%	2%	*	1%	1%
				DE			*						M			
Credit card	830	395	435	191	268	370	36	271	334	190	508	322	154	354	592	238
	42%	41%	42%	35%	39%	48%	20%	37%	43%	62%	41%	43%	38%	42%	43%	38%
						CD	*	F	F	FGH						
Debit card	844	364	480	247	288	309	91	327	342	84	535	308	167	368	595	249
	42%	37%	47%	45%	42%	40%	51%	45%	44%	27%	43%	41%	42%	43%	43%	40%
			A				I*	I	I							
e-transfer	25	18	6	12	9	5	5	3	15	2	18	7	9	9	18	7
	1%	2%	1%	2%	1%	1%	3%	*	2%	1%	1%	1%	2%	1%	1%	1%
		B					*		GI							
Mobile payment options (e.g. through apple-pay, android pay, google-wallet etc.)	64	36	28	27	25	13	5	24	20	15	41	23	17	24	56	8
	3%	4%	3%	5%	4%	2%	3%	3%	3%	5%	3%	3%	4%	3%	4%	1%
				E	E		*			H						O
Sigma	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)

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5_4. Please select your most preferred method of paying for a product or service you have purchased from a local business. - Purchases between \$101-\$500

	Total	Gender		AGE			EDUCATION				Thought of owning		Business owners		ONLINE PRESENCE	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2000	907	1093	465	786	749	78	321	900	701	1295	705	463	832	1416	584
Base: All Respondents (wtd)	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
Cash	140	88	52	53	49	38	29	64	38	9	90	49	28	62	73	67
	7%	9%	5%	10%	7%	5%	16%	9%	5%	3%	7%	7%	7%	7%	5%	11%
		B		E			HI*	HI								N
Cheque	41	25	16	17	8	16	4	13	19	4	29	12	17	13	31	10
	2%	3%	2%	3%	1%	2%	2%	2%	2%	1%	2%	2%	4%	1%	2%	2%
							*						M			
Credit card	1138	516	622	257	372	509	47	381	483	227	699	438	220	480	798	340
	57%	53%	61%	47%	55%	66%	26%	52%	62%	74%	56%	59%	55%	56%	58%	55%
		A		C		CD	*	F	FG	FGH						
Debit card	600	294	306	178	228	194	91	241	218	49	374	225	114	261	408	192
	30%	30%	30%	33%	34%	25%	51%	33%	28%	16%	30%	30%	28%	31%	30%	31%
				E	E		GHI*	I	I							
e-transfer	36	22	14	21	8	7	5	10	15	6	27	9	11	16	33	3
	2%	2%	1%	4%	1%	1%	3%	1%	2%	2%	2%	1%	3%	2%	2%	*
				DE			*								O	
Mobile payment options (e.g. through apple-pay, android pay, google-wallet etc.)	46	27	19	20	15	11	2	21	11	12	32	14	14	18	36	10
	2%	3%	2%	4%	2%	1%	1%	3%	1%	4%	3%	2%	3%	2%	3%	2%
							*			H						
Sigma	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)

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5_5. Please select your most preferred method of paying for a product or service you have purchased from a local business. - Purchases over \$500

	Total	Gender		AGE			EDUCATION				Thought of owning		Business owners		ONLINE PRESENCE	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2000	907	1093	465	786	749	78	321	900	701	1295	705	463	832	1416	584
Base: All Respondents (wtd)	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
Cash	122	81	41	42	50	29	31	50	33	8	76	46	33	43	67	55
	6%	8%	4%	8%	7%	4%	18%	7%	4%	2%	6%	6%	8%	5%	5%	9%
		B		E	E		GHI*	I								N
Cheque	77	40	36	26	17	33	4	22	36	15	51	26	24	26	49	28
	4%	4%	4%	5%	3%	4%	2%	3%	5%	5%	4%	3%	6%	3%	4%	5%
							*						M			
Credit card	1319	619	699	306	439	573	54	465	562	238	822	497	247	575	926	393
	66%	64%	68%	56%	65%	74%	30%	64%	72%	77%	66%	66%	61%	68%	67%	63%
				C	C	CD	*	F	FG	FGH						
Debit card	395	191	204	138	143	114	73	166	126	30	239	156	71	168	270	125
	20%	20%	20%	25%	21%	15%	41%	23%	16%	10%	19%	21%	18%	20%	20%	20%
				E	E		GHI*	HI	I							
e-transfer	56	27	29	20	18	19	14	11	21	11	46	11	21	25	42	15
	3%	3%	3%	4%	3%	2%	8%	1%	3%	3%	4%	1%	5%	3%	3%	2%
							GH*			G	K					
Mobile payment options (e.g. through apple-pay, android pay, google-wallet etc.)	32	15	17	14	12	6	2	16	6	7	19	13	7	12	26	6
	2%	1%	2%	3%	2%	1%	1%	2%	1%	2%	2%	2%	2%	1%	2%	1%
				E			*			H						
Sigma	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)

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6. How do you engage with businesses through social media (e.g. Facebook, Twitter, Instagram)?

	Total	Gender		AGE			EDUCATION				Thought of owning		Business owners		ONLINE PRESENCE	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2000	907	1093	465	786	749	78	321	900	701	1295	705	463	832	1416	584
Base: All Respondents (wtd)	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
I do not engage with them on social media	1100	601	498	183	348	568	97	420	426	157	621	479	206	415	619	480
	55%	62%	48%	34%	51%	73%	54%	57%	54%	51%	50%	64%	51%	49%	45%	77%
		B			C	CD	*				J					N
I follow them but do not keep track of their posts	564	252	313	226	196	142	50	200	215	100	391	173	114	277	472	92
	28%	26%	30%	41%	29%	18%	28%	27%	27%	32%	31%	23%	28%	33%	34%	15%
				DE	E		*			H	K				O	
I follow them and react to their posts (retweet, like, etc.)	232	77	155	104	91	37	22	85	90	35	172	60	59	114	200	32
	12%	8%	15%	19%	13%	5%	12%	12%	11%	11%	14%	8%	15%	13%	15%	5%
			A	DE	E		*				K				O	
I comment on their products/services	104	42	62	33	44	27	9	25	52	17	68	36	25	43	87	17
	5%	4%	6%	6%	6%	3%	5%	3%	7%	5%	5%	5%	6%	5%	6%	3%
					E		*		G						O	
Sigma	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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7. Given the choice, would you prefer to ...? - Work for a ...

	Total	Gender		AGE			EDUCATION				Thought of owning		Business owners		ONLINE PRESENCE	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2000	907	1093	465	786	749	78	321	900	701	1295	705	463	832	1416	584
Base: All Respondents (wtd)	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
Small business (up to 10 employees)	1261	566	695	371	404	486	132	477	492	160	842	419	294	548	851	410
	63%	58%	68%	68%	59%	63%	74%	65%	63%	52%	67%	56%	73%	65%	62%	66%
			A	D			I*	I	I		K		M			
Large business (More than 100 employees)	739	406	333	175	276	288	46	253	292	148	410	329	109	302	527	212
	37%	42%	32%	32%	41%	37%	26%	35%	37%	48%	33%	44%	27%	35%	38%	34%
		B		C			*			FGH		J		L		
Sigma	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)

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8_1. How much do you agree or disagree that you would ...? - Pay more for a product or service that is offered by a local business

	Total	Gender		AGE			EDUCATION				Thought of owning		Business owners		ONLINE PRESENCE	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2000	907	1093	465	786	749	78	321	900	701	1295	705	463	832	1416	584
Base: All Respondents (wtd)	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
Top 2 Box (Net)	1147	539	608	376	371	399	90	409	460	188	779	367	252	527	843	304
	57%	55%	59%	69%	55%	52%	50%	56%	59%	61%	62%	49%	63%	62%	61%	49%
				DE			*				K				O	
Strongly agree	209	95	114	100	60	49	41	55	77	36	156	53	69	86	171	38
	10%	10%	11%	18%	9%	6%	23%	8%	10%	12%	12%	7%	17%	10%	12%	6%
				DE			GHI*			G	K		M		O	
Agree	938	444	494	276	312	350	48	355	384	152	624	315	183	441	672	266
	47%	46%	48%	51%	46%	45%	27%	49%	49%	49%	50%	42%	45%	52%	49%	43%
							*	F	F	F	K				O	
Bottom 2 Box (Net)	853	433	420	170	309	375	88	321	324	120	473	380	151	322	535	318
	43%	45%	41%	31%	45%	48%	50%	44%	41%	39%	38%	51%	37%	38%	39%	51%
				C	C	C	*				J				N	
Disagree	722	363	359	139	256	327	67	279	270	106	396	326	122	274	468	254
	36%	37%	35%	26%	38%	42%	37%	38%	35%	34%	32%	44%	30%	32%	34%	41%
				C	C	C	*				J				N	
Strongly disagree	131	70	61	30	53	48	22	42	53	14	77	54	29	48	67	64
	7%	7%	6%	6%	8%	6%	12%	6%	7%	5%	6%	7%	7%	6%	5%	10%
							I*								N	
Sigma	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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8_2. How much do you agree or disagree that you would ...? - Spend more money at a local business if it accepted more than just cash as a payment option

	Total	Gender		AGE			EDUCATION				Thought of owning		Business owners		ONLINE_PRESENCE	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2000	907	1093	465	786	749	78	321	900	701	1295	705	463	832	1416	584
Base: All Respondents (wtd)	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
Top 2 Box (Net)	1389	634	755	423	465	500	126	497	543	222	905	483	292	613	1034	354
	69%	65%	73%	78%	68%	65%	71%	68%	69%	72%	72%	65%	73%	72%	75%	57%
			A	DE			*				K				O	
Strongly agree	314	143	172	140	92	83	36	97	126	55	239	75	83	156	260	54
	16%	15%	17%	26%	13%	11%	20%	13%	16%	18%	19%	10%	21%	18%	19%	9%
				DE			*				K				O	
Agree	1074	491	583	283	373	418	90	401	417	167	666	408	209	457	775	300
	54%	51%	57%	52%	55%	54%	50%	55%	53%	54%	53%	55%	52%	54%	56%	48%
			A				*								O	
Bottom 2 Box (Net)	611	338	273	123	215	274	52	233	241	86	347	264	111	237	344	268
	31%	35%	27%	22%	32%	35%	29%	32%	31%	28%	28%	35%	27%	28%	25%	43%
			B		C	C	*					J			N	
Disagree	522	289	233	102	182	237	41	202	203	75	295	226	91	204	305	217
	26%	30%	23%	19%	27%	31%	23%	28%	26%	24%	24%	30%	23%	24%	22%	35%
			B		C	C	*					J			N	
Strongly disagree	90	49	41	21	33	36	11	30	37	10	52	38	20	32	39	51
	4%	5%	4%	4%	5%	5%	6%	4%	5%	3%	4%	5%	5%	4%	3%	8%
							*								N	
Sigma	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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8_3. How much do you agree or disagree that you would ...? - Support a local business by doing business with them instead of with a large business

	Total	Gender		AGE			EDUCATION				Thought of owning		Business owners		ONLINE_PRESENCE	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2000	907	1093	465	786	749	78	321	900	701	1295	705	463	832	1416	584
Base: All Respondents (wtd)	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
Top 2 Box (Net)	1751	844	907	471	595	685	150	634	690	277	1118	633	367	751	1208	543
	88%	87%	88%	86%	87%	88%	84%	87%	88%	90%	89%	85%	91%	88%	88%	87%
							*				K					
Strongly agree	411	193	218	147	132	133	46	131	168	67	298	113	110	188	305	106
	21%	20%	21%	27%	19%	17%	26%	18%	21%	22%	24%	15%	27%	22%	22%	17%
				DE			*				K				O	
Agree	1339	651	689	324	463	552	104	503	523	210	820	519	256	564	903	437
	67%	67%	67%	59%	68%	71%	58%	69%	67%	68%	65%	70%	64%	66%	65%	70%
					C	C	*									
Bottom 2 Box (Net)	249	128	121	75	85	89	28	96	94	31	135	115	37	98	170	79
	12%	13%	12%	14%	13%	12%	16%	13%	12%	10%	11%	15%	9%	12%	12%	13%
							*					J				
Disagree	219	113	106	62	75	82	25	86	80	28	119	100	33	86	150	69
	11%	12%	10%	11%	11%	11%	14%	12%	10%	9%	9%	13%	8%	10%	11%	11%
							*					J				
Strongly disagree	30	15	15	13	10	7	3	10	14	2	16	14	4	12	20	10
	2%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	2%
							*									
Sigma	2000	972	1028	546	680	774	178	730	784	308	1253	747	403	850	1378	622
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M,N/O
 Minimum Base: 30 (**), Small Base: 100 (*)

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