

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2000	240	200	199	701	460	200	478	319	552	435	465	1535
Base: All Respondents (wtd)	2000	272	224	130	768	470	136	596	350	508	326	429	1571
Yes	1253	171	155	83	510	250	83	361	221	339	224	312	941
	63%	63%	69%	64%	66%	53%	61%	61%	63%	67%	69%	73%	60%
		E	E	E	E						G	L	
No	747	101	69	47	258	220	53	235	129	169	102	118	630
	37%	37%	31%	36%	34%	47%	39%	39%	37%	33%	31%	27%	40%
						ABCD		J					K
Sigma	2000	272	224	130	768	470	136	596	350	508	326	429	1571
	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

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

- Column Means:

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

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

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2. Have you started or purchased your own business?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	1295	150	147	133	481	259	125	291	212	364	307	343	952
Base: All Answering (wtd)	1253	171	155	83	510	250	83	361	221	339	224	312	941
Yes	403	51	39	30	167	93	23	97	68	117	88	96	307
	32%	30%	25%	36%	33%	37%	28%	27%	31%	35%	40%	31%	33%
			*	*		B	*				G		
No	850	120	116	53	343	157	60	264	153	222	135	216	634
	68%	70%	75%	64%	67%	63%	72%	73%	69%	65%	60%	69%	67%
			E*	*			*	J					
Sigma	1253	171	155	83	510	250	83	361	221	339	224	312	941
	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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2000	240	200	199	701	460	200	478	319	552	435	465	1535
Base: All Respondents (wtd)	2000	272	224	130	768	470	136	596	350	508	326	429	1571
Top 2 Box (Net)	1658	211	176	110	642	404	116	513	284	428	263	380	1278
	83%	78%	79%	84%	84%	86%	85%	86%	81%	84%	81%	88%	81%
						A						L	
Strongly agree	684	75	64	42	280	167	56	243	125	161	104	191	493
	34%	28%	29%	32%	37%	35%	41%	41%	36%	32%	32%	44%	31%
					A		AB	IJ				L	
Agree	974	136	112	68	361	237	59	270	159	268	158	189	785
	49%	50%	50%	52%	47%	50%	44%	45%	45%	53%	49%	44%	50%
Bottom 2 Box (Net)	342	61	48	20	126	66	20	83	66	80	63	49	292
	17%	22%	21%	16%	16%	14%	15%	14%	19%	16%	19%	12%	19%
		E											K
Disagree	260	49	46	14	94	42	15	66	53	59	48	40	220
	13%	18%	21%	11%	12%	9%	11%	11%	15%	12%	15%	9%	14%
		E	CDEF										K
Strongly disagree	82	12	2	6	33	24	5	17	13	21	15	10	72
	4%	5%	1%	5%	4%	5%	4%	3%	4%	4%	5%	2%	5%
		B		B	B	B							
Sigma	2000	272	224	130	768	470	136	596	350	508	326	429	1571
	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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2000	240	200	199	701	460	200	478	319	552	435	465	1535
Base: All Respondents (wtd)	2000	272	224	130	768	470	136	596	350	508	326	429	1571
Top 2 Box (Net)	1766	234	206	118	687	396	125	538	304	446	290	404	1362
	88%	86%	92%	91%	89%	84%	92%	90%	87%	88%	89%	94%	87%
			E		E		E					L	
Strongly agree	825	99	93	57	353	169	55	263	130	209	153	221	603
	41%	36%	42%	44%	46%	36%	40%	44%	37%	41%	47%	52%	38%
					AE						H	L	
Agree	942	135	113	60	334	227	71	275	174	237	137	183	759
	47%	50%	51%	47%	44%	48%	52%	46%	50%	47%	42%	43%	48%
Bottom 2 Box (Net)	234	38	18	12	81	74	11	58	46	62	36	25	208
	12%	14%	8%	9%	11%	16%	8%	10%	13%	12%	11%	6%	13%
						BDF							K
Disagree	155	26	16	6	56	45	5	35	32	42	27	19	136
	8%	10%	7%	4%	7%	10%	4%	6%	9%	8%	8%	4%	9%
						F							K
Strongly disagree	79	12	1	7	25	29	6	22	14	20	9	6	73
	4%	4%	1%	5%	3%	6%	4%	4%	4%	4%	3%	1%	5%
				B		B	B						K
Sigma	2000	272	224	130	768	470	136	596	350	508	326	429	1571
	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

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

- Column Means:

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

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

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2000	240	200	199	701	460	200	478	319	552	435	465	1535
Base: All Respondents (wtd)	2000	272	224	130	768	470	136	596	350	508	326	429	1571
Top 2 Box (Net)	1538	206	168	103	605	354	102	455	253	411	267	344	1194
	77%	76%	75%	79%	79%	75%	75%	76%	72%	81%	82%	80%	76%
										H	H		
Strongly agree	597	88	60	34	247	126	43	186	94	157	112	150	447
	30%	32%	27%	26%	32%	27%	32%	31%	27%	31%	34%	35%	28%
												L	
Agree	941	119	108	69	358	229	59	269	160	254	155	194	747
	47%	44%	48%	53%	47%	49%	43%	45%	46%	50%	48%	45%	48%
Bottom 2 Box (Net)	462	66	56	27	163	116	34	141	96	97	59	86	376
	23%	24%	25%	21%	21%	25%	25%	24%	28%	19%	18%	20%	24%
									IJ				
Disagree	367	54	42	24	138	85	24	106	69	80	51	70	297
	18%	20%	19%	19%	18%	18%	18%	18%	20%	16%	16%	16%	19%
Strongly disagree	95	11	14	3	25	31	11	35	28	17	7	15	80
	5%	4%	6%	2%	3%	7%	8%	6%	8%	3%	2%	4%	5%
						D	CD	J	IJ				
Sigma	2000	272	224	130	768	470	136	596	350	508	326	429	1571
	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

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

- Column Means:

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

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

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2000	240	200	199	701	460	200	478	319	552	435	465	1535
Base: All Respondents (wtd)	2000	272	224	130	768	470	136	596	350	508	326	429	1571
Top 2 Box (Net)	940	118	103	57	342	253	68	317	151	236	168	248	693
	47%	43%	46%	44%	45%	54%	50%	53%	43%	46%	52%	58%	44%
						ACD		H				L	
Strongly agree	287	34	28	17	113	70	25	90	50	64	61	99	188
	14%	13%	12%	13%	15%	15%	18%	15%	14%	13%	19%	23%	12%
										I		L	
Agree	653	83	75	39	230	183	43	227	100	172	107	149	505
	33%	31%	33%	30%	30%	39%	32%	38%	29%	34%	33%	35%	32%
						D		H					
Bottom 2 Box (Net)	1060	154	121	73	426	217	68	279	199	272	157	182	878
	53%	57%	54%	56%	55%	46%	50%	47%	57%	54%	48%	42%	56%
		E		E	E			G					K
Disagree	826	121	102	60	320	172	51	205	159	210	128	161	665
	41%	44%	46%	46%	42%	37%	37%	34%	45%	41%	39%	38%	42%
									G				
Strongly disagree	234	34	19	14	105	45	17	74	40	61	30	20	213
	12%	12%	9%	11%	14%	9%	13%	12%	11%	12%	9%	5%	14%
													K
Sigma	2000	272	224	130	768	470	136	596	350	508	326	429	1571
	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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2000	240	200	199	701	460	200	478	319	552	435	465	1535
Base: All Respondents (wtd)	2000	272	224	130	768	470	136	596	350	508	326	429	1571
Cash	844	102	78	40	349	215	59	300	154	188	112	155	689
	42%	38%	35%	31%	45%	46%	43%	50%	44%	37%	34%	36%	44%
Cheque					BC	BC	C	IJ	J				K
	15	1	1	2	4	6	1	5	4	5	1	3	12
	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%
Credit card	461	75	52	42	172	99	21	76	84	155	99	74	387
	23%	28%	23%	32%	22%	21%	16%	13%	24%	31%	30%	17%	25%
Debit card		F		DEF					G	G	G		K
	589	81	76	39	219	124	49	188	94	133	95	172	416
	29%	30%	34%	30%	29%	26%	36%	32%	27%	26%	29%	40%	27%
e-transfer							E					L	
	16	1	1	1	4	7	3	8	3	3	2	6	10
	1%	*	1%	1%	*	1%	2%	1%	1%	1%	1%	1%	1%
Mobile payment options (e.g. through apple-pay, android pay, google-wallet etc.)							D						
	76	12	15	5	20	20	3	19	11	24	17	20	56
	4%	5%	7%	4%	3%	4%	2%	3%	3%	5%	5%	5%	4%
Sigma	2000	272	224	130	768	470	136	596	350	508	326	429	1571
	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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2000	240	200	199	701	460	200	478	319	552	435	465	1535
Base: All Respondents (wtd)	2000	272	224	130	768	470	136	596	350	508	326	429	1571
Cash	378	41	24	14	161	105	33	164	66	86	30	69	309
	19%	15%	11%	11%	21%	22%	24%	27%	19%	17%	9%	16%	20%
Cheque					BC	BC	ABC	HIJ	J	J			
	15	3	1	4	4	3	*	7	5	3	1	7	8
	1%	1%	*	3%	1%	1%	*	1%	1%	1%	*	2%	1%
Credit card				D								L	
	634	102	76	51	228	147	30	98	118	204	134	105	529
	32%	37%	34%	39%	30%	31%	22%	16%	34%	40%	41%	24%	34%
Debit card		F	F	DF					G	G	G		K
	888	116	108	58	345	194	66	303	154	190	142	227	661
	44%	43%	48%	45%	45%	41%	49%	51%	44%	37%	43%	53%	42%
e-transfer								I				L	
	19	2	1	1	5	9	2	8	1	4	4	6	13
	1%	1%	1%	1%	1%	2%	1%	1%	*	1%	1%	2%	1%
Mobile payment options (e.g. through apple-pay, android pay, google-wallet etc.)													
	65	9	14	2	25	11	4	17	7	22	15	15	50
	3%	3%	6%	2%	3%	2%	3%	3%	2%	4%	5%	3%	3%
Sigma	2000	272	224	130	768	470	136	596	350	508	326	429	1571
	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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2000	240	200	199	701	460	200	478	319	552	435	465	1535
Base: All Respondents (wtd)	2000	272	224	130	768	470	136	596	350	508	326	429	1571
Cash	222	27	15	8	85	68	20	103	41	32	17	42	180
	11%	10%	7%	6%	11%	14%	14%	17%	12%	6%	5%	10%	11%
Cheque	15	-	-	3	5	7	1	4	2	7	1	4	12
	1%	-	-	2%	1%	1%	1%	1%	1%	1%	*	1%	1%
Credit card	830	121	96	60	318	194	41	163	144	251	173	153	677
	42%	44%	43%	46%	41%	41%	30%	27%	41%	49%	53%	36%	43%
Debit card	844	117	96	55	331	178	68	298	146	191	120	205	639
	42%	43%	43%	42%	43%	38%	50%	50%	42%	38%	37%	48%	41%
e-transfer	25	1	2	3	9	6	4	14	6	1	2	9	16
	1%	*	1%	2%	1%	1%	3%	2%	2%	*	1%	2%	1%
Mobile payment options (e.g. through apple-pay, android pay, google-wallet etc.)	64	6	15	2	21	17	3	14	9	25	13	17	47
	3%	2%	7%	2%	3%	4%	2%	2%	3%	5%	4%	4%	3%
Sigma	2000	272	224	130	768	470	136	596	350	508	326	429	1571
	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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2000	240	200	199	701	460	200	478	319	552	435	465	1535
Base: All Respondents (wtd)	2000	272	224	130	768	470	136	596	350	508	326	429	1571
Cash	140	21	11	9	48	37	13	71	20	24	5	23	117
	7%	8%	5%	7%	6%	8%	9%	12%	6%	5%	2%	5%	7%
								HIJ	J	J			
Cheque	41	5	2	4	17	11	1	18	9	9	3	11	30
	2%	2%	1%	3%	2%	2%	1%	3%	3%	2%	1%	3%	2%
Credit card	1138	168	125	76	445	260	64	252	198	333	230	221	917
	57%	62%	56%	58%	58%	55%	47%	42%	57%	66%	70%	52%	58%
		F			F				G	GH	GH		K
Debit card	600	72	70	34	239	131	54	225	111	120	75	155	445
	30%	26%	31%	26%	31%	28%	40%	38%	32%	24%	23%	36%	28%
							ACE	IJ	IJ			L	
e-transfer	36	4	3	3	2	21	2	20	6	7	3	8	28
	2%	2%	1%	2%	*	5%	1%	3%	2%	1%	1%	2%	2%
				D		D		J					
Mobile payment options (e.g. through apple-pay, android pay, google-wallet etc.)	46	2	12	4	16	10	2	10	6	15	11	11	35
	2%	1%	5%	3%	2%	2%	2%	2%	2%	3%	3%	3%	2%
			AD										
Sigma	2000	272	224	130	768	470	136	596	350	508	326	429	1571
	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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2000	240	200	199	701	460	200	478	319	552	435	465	1535
Base: All Respondents (wtd)	2000	272	224	130	768	470	136	596	350	508	326	429	1571
Cash	122	18	13	6	46	26	13	53	27	22	6	30	91
	6%	6%	6%	5%	6%	6%	10%	9%	8%	4%	2%	7%	6%
								IJ	J				
Cheque	77	10	9	7	35	13	3	28	18	16	7	18	59
	4%	4%	4%	5%	5%	3%	2%	5%	5%	3%	2%	4%	4%
Credit card	1319	192	144	91	503	308	80	293	228	394	260	252	1066
	66%	71%	64%	70%	65%	66%	59%	49%	65%	78%	80%	59%	68%
		F							G	GH	GH		K
Debit card	395	46	42	21	157	96	33	189	58	63	36	109	286
	20%	17%	19%	17%	20%	20%	24%	32%	17%	12%	11%	25%	18%
								HIJ				L	
e-transfer	56	6	7	2	15	23	4	23	14	9	7	14	43
	3%	2%	3%	2%	2%	5%	3%	4%	4%	2%	2%	3%	3%
						D							
Mobile payment options (e.g. through apple-pay, android pay, google-wallet etc.)	32	1	9	2	13	4	2	10	6	5	9	7	25
	2%	*	4%	2%	2%	1%	2%	2%	2%	1%	3%	2%	2%
			AE										
Sigma	2000	272	224	130	768	470	136	596	350	508	326	429	1571
	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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2000	240	200	199	701	460	200	478	319	552	435	465	1535
Base: All Respondents (wtd)	2000	272	224	130	768	470	136	596	350	508	326	429	1571
I do not engage with them on social media	1100	167	114	71	421	246	80	309	198	264	165	180	919
	55%	61%	51%	55%	55%	52%	59%	52%	57%	52%	50%	42%	59%
													K
I follow them but do not keep track of their posts	564	65	76	34	213	142	35	182	97	146	103	139	426
	28%	24%	34%	26%	28%	30%	25%	31%	28%	29%	32%	32%	27%
I follow them and react to their posts (retweet, like, etc.)	232	33	24	17	89	59	11	70	35	72	43	77	155
	12%	12%	11%	13%	12%	13%	8%	12%	10%	14%	13%	18%	10%
												L	
I comment on their products/services	104	8	10	8	45	23	11	35	19	26	15	33	71
	5%	3%	5%	6%	6%	5%	8%	6%	5%	5%	5%	8%	5%
							A					L	
Sigma	2000	272	224	130	768	470	136	596	350	508	326	429	1571
	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

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

- Column Means:

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

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

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2000	240	200	199	701	460	200	478	319	552	435	465	1535
Base: All Respondents (wtd)	2000	272	224	130	768	470	136	596	350	508	326	429	1571
Small business (up to 10 employees)	1261	187	145	85	467	283	93	428	217	299	165	277	984
	63%	69%	65%	65%	61%	60%	69%	72%	62%	59%	51%	64%	63%
Large business (More than 100 employees)	739	84	79	45	301	187	43	168	133	209	161	153	586
	37%	31%	35%	35%	39%	40%	31%	28%	38%	41%	49%	36%	37%
Sigma	2000	272	224	130	768	470	136	596	350	508	326	429	1571
	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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2000	240	200	199	701	460	200	478	319	552	435	465	1535
Base: All Respondents (wtd)	2000	272	224	130	768	470	136	596	350	508	326	429	1571
Top 2 Box (Net)	1147	154	125	77	466	245	80	346	192	314	185	270	877
	57%	56%	56%	60%	61%	52%	59%	58%	55%	62%	57%	63%	56%
					E							L	
Strongly agree	209	33	20	16	81	41	17	70	35	52	36	50	158
	10%	12%	9%	13%	11%	9%	12%	12%	10%	10%	11%	12%	10%
Agree	938	121	105	61	385	204	63	276	157	262	149	220	719
	47%	44%	47%	47%	50%	43%	47%	46%	45%	51%	46%	51%	46%
Bottom 2 Box (Net)	853	118	99	53	302	225	56	250	158	194	141	159	694
	43%	44%	44%	40%	39%	48%	41%	42%	45%	38%	43%	37%	44%
						D							K
Disagree	722	105	83	46	263	178	47	199	137	172	112	137	585
	36%	38%	37%	35%	34%	38%	35%	33%	39%	34%	34%	32%	37%
Strongly disagree	131	14	16	7	38	47	9	51	21	23	29	22	108
	7%	5%	7%	5%	5%	10%	7%	9%	6%	4%	9%	5%	7%
						D		I		I			
Sigma	2000	272	224	130	768	470	136	596	350	508	326	429	1571
	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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2000	240	200	199	701	460	200	478	319	552	435	465	1535
Base: All Respondents (wtd)	2000	272	224	130	768	470	136	596	350	508	326	429	1571
Top 2 Box (Net)	1389	197	153	89	535	319	95	404	230	364	251	332	1056
	69%	72%	68%	69%	70%	68%	70%	68%	66%	72%	77%	77%	67%
											GH	L	
Strongly agree	314	42	39	18	134	57	25	97	49	89	59	90	224
	16%	15%	17%	14%	17%	12%	18%	16%	14%	17%	18%	21%	14%
					E							L	
Agree	1074	155	114	71	401	262	71	307	181	276	192	242	832
	54%	57%	51%	55%	52%	56%	52%	52%	52%	54%	59%	56%	53%
Bottom 2 Box (Net)	611	75	71	41	233	151	41	192	120	144	75	97	514
	31%	28%	32%	31%	30%	32%	30%	32%	34%	28%	23%	23%	33%
								J	J				K
Disagree	522	65	60	36	200	124	36	155	106	124	64	84	438
	26%	24%	27%	28%	26%	26%	26%	26%	30%	24%	20%	20%	28%
									J				K
Strongly disagree	90	10	11	4	33	27	5	37	15	20	12	13	77
	4%	3%	5%	3%	4%	6%	3%	6%	4%	4%	4%	3%	5%
Sigma	2000	272	224	130	768	470	136	596	350	508	326	429	1571
	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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2000	240	200	199	701	460	200	478	319	552	435	465	1535
Base: All Respondents (wtd)	2000	272	224	130	768	470	136	596	350	508	326	429	1571
Top 2 Box (Net)	1751	240	193	111	673	416	118	495	310	464	295	374	1376
	88%	88%	86%	85%	88%	89%	87%	83%	89%	91%	90%	87%	88%
										G	G		
Strongly agree	411	54	41	28	154	104	31	130	76	99	73	96	315
	21%	20%	18%	22%	20%	22%	23%	22%	22%	19%	22%	22%	20%
Agree	1339	186	152	82	520	313	87	365	234	365	222	278	1062
	67%	69%	68%	63%	68%	67%	64%	61%	67%	72%	68%	65%	68%
										G			
Bottom 2 Box (Net)	249	32	31	19	95	54	18	101	40	44	31	55	194
	12%	12%	14%	15%	12%	11%	13%	17%	11%	9%	10%	13%	12%
								IJ					
Disagree	219	29	29	19	79	46	17	90	34	37	26	49	170
	11%	11%	13%	14%	10%	10%	12%	15%	10%	7%	8%	11%	11%
								IJ					
Strongly disagree	30	3	2	1	16	7	1	11	6	7	5	6	24
	2%	1%	1%	*	2%	2%	1%	2%	2%	1%	1%	1%	2%
Sigma	2000	272	224	130	768	470	136	596	350	508	326	429	1571
	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

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

- Column Means:

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

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

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