

Detailed Tables

For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree: *Increasing productivity is a major priority for my business?*

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	Alberta B	Sask/Man C	Ontario D	Quebec E	Atlantic F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All respondents												
Unweighted Base	855	167	95*	85*	351	111	46*	95*	396	363	547	308
Strongly agree	238 28%	49 29%	25 26%	23 27%	93 26%	34 31%	14 30%	24 25%	112 28%	102 28%	147 27%	91 30%
Somewhat agree	384 45%	64 38%	41 43%	41 48%	161 46%	56 50%	21 46%	45 47%	183 46%	155 43%	252 46%	132 43%
Somewhat disagree	172 20%	36 22%	22 23%	16 19%	73 21%	16 14%	9 20%	18 19%	77 19%	77 21%	110 20%	62 20%
Strongly disagree	61 7%	18 11%	7 7%	5 6%	24 7%	5 5%	2 4%	8 8%	24 6%	29 8%	38 7%	23 7%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	622 73%	113 68%	66 69%	64 75%	254 72%	90 81%	35 76%	69 73%	295 74%	257 71%	399 73%	223 72%
Disagree (Low2Box)	233 27%	54 32%	29 31%	21 25%	97 28%	21 19%	11 24%	26 27%	101 26%	106 29%	148 27%	85 28%

Detailed Tables

For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree: *Increasing productivity is something that big businesses and the government need to worry about – it's not important to small business owners like me*

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 * small base

	REGION							AGE			GENDER	
	TOTAL	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	855	167	95*	85*	351	111	46*	95*	396	363	547	308
Strongly agree	50 6%	5 3%	4 4%	3 4%	13 4%	19 17% ABCD	6 13% ACD	9 9%	22 6%	19 5%	37 7%	13 4%
Somewhat agree	110 13%	22 13%	10 11%	14 16%	48 14%	12 11%	4 9%	11 12%	49 12%	50 14%	77 14%	33 11%
Somewhat disagree	289 34%	60 36%	24 25%	33 39% E	131 37% BE	28 25%	13 28%	29 31%	146 37%	113 31%	177 32%	112 36%
Strongly disagree	406 47%	80 48%	57 60% CD	35 41%	159 45%	52 47%	23 50%	46 48%	179 45%	181 50%	256 47%	150 49%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	160 19%	27 16%	14 15%	17 20%	61 17%	31 28% ABD	10 22%	20 21%	71 18%	69 19%	114 21% K	46 15%
Disagree (Low2Box)	695 81%	140 84% E	81 85% E	68 80%	290 83% E	80 72%	36 78%	75 79%	325 82%	294 81%	433 79%	262 85% J

Detailed Tables

For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree: *As a small business owner I believe adopting technology is the key to increasing productivity and competitiveness?*

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 * small base

	TOTAL	REGION						AGE			GENDER	
		BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	855	167	95*	85*	351	111	46*	95*	396	363	547	308
Strongly agree	247 29%	47 28%	25 26%	21 25%	105 30%	36 32%	13 28%	25 26%	112 28%	110 30%	174 32%	73 24%
Somewhat agree	450 53%	83 50%	59 62%	54 64%	178 51%	51 46%	25 54%	42 44%	211 53%	196 54%	283 52%	167 54%
Somewhat disagree	126 15%	33 20%	7 7%	8 9%	57 16%	15 14%	6 13%	18 19%	62 16%	46 13%	78 14%	48 16%
Strongly disagree	32 4%	4 2%	4 4%	2 2%	11 3%	9 8%	2 4%	10 11%	11 3%	11 3%	12 2%	20 6%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	697 82%	130 78%	84 88%	75 88%	283 81%	87 78%	38 83%	67 71%	323 82%	306 84%	457 84%	240 78%
Disagree (Low2Box)	158 18%	37 22%	11 12%	10 12%	68 19%	24 22%	8 17%	28 29%	73 18%	57 16%	90 16%	68 22%

Detailed Tables

For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree: **Technology has given me greater flexibility and mobility – I am no longer chained to my business.**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 * small base

	REGION							AGE			GENDER	
	TOTAL	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	855	167	95*	85*	351	111	46*	95*	396	363	547	308
Strongly agree	187 22%	36 22%	14 15%	13 15%	75 21%	36 32%	13 28%	22 23%	90 23%	75 21%	126 23%	61 20%
Somewhat agree	376 44%	69 41%	48 51%	41 48%	166 47%	37 33%	15 33%	40 42%	170 43%	165 45%	247 45%	129 42%
Somewhat disagree	195 23%	44 26%	22 23%	21 25%	72 21%	25 23%	11 24%	15 16%	90 23%	90 25%	128 23%	67 22%
Strongly disagree	97 11%	18 11%	11 12%	10 12%	38 11%	13 12%	7 15%	18 19%	46 12%	33 9%	46 8%	51 17%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	563 66%	105 63%	62 65%	54 64%	241 69%	73 66%	28 61%	62 65%	260 66%	240 66%	373 68%	190 62%
Disagree (Low2Box)	292 34%	62 37%	33 35%	31 36%	110 31%	38 34%	18 39%	33 35%	136 34%	123 34%	174 32%	118 38%

Detailed Tables

Thinking about your small business, would you say that generally you leverage technology like computer software, hardware, and mobile devices to make your business more productive and efficient?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	Alberta B	Sask/Man C	Ontario D	Quebec E	Atlantic F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All respondents												
Unweighted Base	855	167	95*	85*	351	111	46*	95*	396	363	547	308
Yes	676 79%	130 78%	77 81%	66 78%	275 78%	91 82%	37 80%	70 74%	314 79%	291 80%	446 82%	230 75%
No	179 21%	37 22%	18 19%	19 22%	76 22%	20 18%	9 20%	25 26%	82 21%	72 20%	101 18%	78 25%

Detailed Tables

And what would you say are the biggest barriers for your business when it comes to making your company more productive and efficient?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	Alberta B	Sask/Man C	Ontario D	Quebec E	Atlantic F	18-34 G	35-54 H	55+ I	Male J	Female K
TOTAL MENTIONS												
Base: All respondents												
Unweighted Base	855	167	95*	85*	351	111	46*	95*	396	363	547	308
Lack of funds	533 62%	96 57%	59 62%	56 66%	220 63%	71 64%	31 67%	69 73%	259 65%	205 56%	333 61%	200 65%
No tax incentives to invest in technology to increase my business productivity	308 36%	58 35%	28 29%	33 39%	130 37%	42 38%	17 37%	24 25%	139 35%	144 40% G	210 38%	98 32%
Not enough time to think about new ways to increase productivity	353 41%	69 41%	45 47%	29 34%	146 42%	44 40%	20 43%	37 39%	174 44%	141 39%	223 41%	130 42%
Lack of resources that show how to increase productivity in my business	256 30%	50 30%	28 29%	24 28%	110 31%	28 25%	16 35%	26 27%	108 27%	121 33%	176 32%	80 26%
Productivity technology is too complicated - don't know where to start	120 14%	21 13%	10 11%	12 14%	60 17% E	10 9%	7 15%	7 7%	50 13%	63 17% G	80 15%	40 13%
Don't see a need to increase productivity in my business	192 22%	35 21%	24 25%	20 24%	77 22%	28 25%	8 17%	18 19%	69 17%	105 29% H	124 23%	68 22%
Location	4 0	1 1%	0 -	0 -	2 1%	1 1%	0 -	1 1%	1 0	2 1%	3 1%	1 0
Finding good employees	9 1%	1 1%	1 1%	2 2%	4 1%	0 -	1 2%	2 2%	7 2%	0 -	3 1%	6 2%
Training staff/ lack of skill/ knowledge	19 2%	5 3%	4 4%	2 2%	6 2%	2 2%	0 -	4 4%	7 2%	8 2%	11 2%	8 3%
Advertising/ limits/ costs	22 3%	2 1%	3 3%	4 5%	12 3%	1 1%	0 -	2 2%	13 3%	7 2%	9 2%	13 4% J
Competition/ unfair competition	11 1%	2 1%	0 -	2 2%	7 2%	0 -	0 -	0 -	5 1%	6 2%	8 1%	3 1%

Detailed Tables

SMALL BUSINESS TECHNOLOGY SECTION

2. And what would you say are the biggest barriers for your business when it comes to making your company more productive and efficient?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 * small base

	TOTAL	REGION						AGE			GENDER	
		BC A	Alberta B	Sask/Man C	Ontario D	Quebec E	Atlantic F	18-34 G	35-54 H	55+ I	Male J	Female K
Operating costs – incl. any cost of mentions	18	4	2	2	10	0	0	1	7	10	7	11
	2%	2%	2%	2%	3%	-	-	1%	2%	3%	1%	4%
Government regulation/ red tape	19	4	1	1	12	0	1	0	7	12	16	3
	2%	2%	1%	1%	3%	-	2%	-	2%	3%	3%	1%
Limited customers/ customer base	22	2	4	1	13	2	0	2	5	15	17	5
	3%	1%	4%	1%	4%	2%	-	2%	1%	4%	3%	2%
Small market/ not enough demand	15	5	1	1	5	1	2	1	5	9	10	5
	2%	3%	1%	1%	1%	1%	4%	1%	1%	2%	2%	2%
Employee wages too much	2	0	0	0	2	0	0	0	2	0	0	2
	0	-	-	-	1%	-	-	-	1%	-	-	1%
Shipping costs	6	3	0	0	2	1	0	1	2	3	3	3
	1%	2%	-	-	1%	1%	-	1%	1%	1%	1%	1%
Planning on retiring/ slowing down/ my age/ retired already	7	1	1	1	2	1	1	0	1	6	5	2
	1%	1%	1%	1%	1%	1%	2%	-	0	2%	1%	1%
Other	35	8	3	3	14	6	1	0	13	22	23	12
	4%	5%	3%	4%	4%	5%	2%	-	3%	6%	4%	4%
Nothing	2	1	0	0	1	0	0	0	1	1	1	1
	0	1%	-	-	0	-	-	-	0	0	0	0
Don't know/Refused	2	1	0	0	1	0	0	1	1	0	0	2
	0	1%	-	-	0	-	-	1%	0	-	-	1%

Detailed Tables

What would you say are the biggest barriers for your business when it comes to adopting new technology, like computer software, hardware, and mobile devices that can make your company more productive and efficient?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 * small base

	TOTAL	REGION						AGE			GENDER	
		BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
TOTAL MENTIONS												
Base: Think leveraging technology would make their business more productive and efficient												
Unweighted Base	676	130	77*	66*	275	91*	37*	70*	314	291	446	230
Too expensive/don't have the budget	472 70%	91 70%	57 74%	47 71%	191 69%	61 67%	25 68%	53 76%	215 68%	203 70%	307 69%	165 72%
Unsure about which technology/software would best meet their business needs	327 48%	56 43%	39 51%	26 39%	141 51%	44 48%	21 57%	23 33%	147 47%	156 54%	218 49%	109 47%
Need assistance to use/implement technology in their business	249 37%	47 36%	25 32%	22 33%	110 40%	34 37%	11 30%	15 21%	100 32%	134 46%	163 37%	86 37%
Business would not benefit by implementing technology	127 19%	29 22%	16 21%	13 20%	49 18%	14 15%	6 16%	17 24%	52 17%	57 20%	87 20%	40 17%
Lack of time	26 4%	8 6%	3 4%	1 2%	13 5%	0 -	1 3%	1 1%	10 3%	15 5%	22 5%	4 2%
Lack of competent/ qualified people to use/ repair	10 1%	2 2%	3 4%	1 2%	2 1%	2 2%	0 -	2 3%	4 1%	4 1%	7 2%	3 1%
Have to learn another program/. Software/ more training/ more downtime	8 1%	3 2%	2 3%	0 -	3 1%	0 -	0 -	0 -	5 2%	3 1%	6 1%	2 1%
No new technology fully encompasses our needs/ usually fill partial needs	7 1%	1 1%	0 -	0 -	5 2%	0 -	1 3%	1 1%	4 1%	2 1%	5 1%	2 1%
Already have the latest technology	7 1%	0 -	1 1%	0 -	6 2%	0 -	0 -	0 -	2 1%	5 2%	6 1%	1 0
Cost effectiveness	6 1%	4 3%	0 -	0 -	2 1%	0 -	0 -	1 1%	3 1%	2 1%	5 1%	1 0

Detailed Tables

What would you say are the biggest barriers for your business when it comes to adopting new technology, like computer software, hardware, and mobile devices that can make your company more productive and efficient?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 * small base

	TOTAL	REGION						AGE			GENDER	
		BC A	Alberta B	Sask/Man C	Ontario D	Quebec E	Atlantic F	18-34 G	35-54 H	55+ I	Male J	Female K
Need to evaluate/ need more information	5 1%	2 2%	1 1%	0 -	1 0	1 1%	0 -	2 3% H	1 0	2 1%	4 1%	1 0
Unreliable/ skeptical of new technologies (too many bugs)	5 1%	1 1%	3 4% D	0 -	1 0	0 -	0 -	-	4 1%	1 0	4 1%	1 0
Becomes obsolete/ out dated too quickly	3 0	1 1%	2 3% D	0 -	0 -	0 -	0 -	1 1% I	2 1%	0 -	2 0	1 0
Client resistance/ clients not interested	2 0	1 1%	0 -	0 -	1 0	0 -	0 -	0 -	0 -	2 1%	1 0	1 0
Other	22 3%	2 2%	5 6%	1 2%	10 4%	2 2%	2 5%	2 3%	9 3%	11 4%	15 3%	7 3%
Nothing	9 1%	1 1%	0 -	0 -	4 1%	3 3%	1 3%	1 1%	5 2%	3 1%	5 1%	4 2%
Don't know/Refused	2 0	0 -	0 -	0 -	2 1%	0 -	0 -	0 -	2 1%	0 -	2 0	0 -

Detailed Tables

For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree: Within the next year I plan on investing in computer technology for my business?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 * small base

	TOTAL	REGION						AGE			GENDER	
		BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	855	167	95*	85*	351	111	46*	95*	396	363	547	308
Strongly agree	154 18%	38 23%	18 19%	10 12%	56 16%	27 24%	5 11%	18 19%	79 20%	57 16%	113 21%	41 13%
Somewhat agree	349 41%	68 41%	37 39%	35 41%	145 41%	40 36%	24 52%	36 38%	170 43%	143 39%	242 44%	107 35%
Somewhat disagree	198 23%	31 19%	24 25%	27 32%	90 26%	20 18%	6 13%	14 15%	89 22%	94 26%	124 23%	74 24%
Strongly disagree	154 18%	30 18%	16 17%	13 15%	60 17%	24 22%	11 24%	27 28%	58 15%	69 19%	68 12%	86 28%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	503 59%	106 63%	55 58%	45 53%	201 57%	67 60%	29 63%	54 57%	249 63%	200 55%	355 65%	148 48%
Disagree (Low2Box)	352 41%	61 37%	40 42%	40 47%	150 43%	44 40%	17 37%	41 43%	147 37%	163 45%	192 35%	160 52%

Detailed Tables

Please indicate which of the following measures you plan to implement over the next year in order to improve productivity and efficiency in your business:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	Alberta B	Sask/Man C	Ontario D	Quebec E	Atlantic F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All respondents												
Unweighted Base	855	167	95*	85*	351	111	46*	95*	396	363	547	308
1) Invest in updating software	549 64%	112 67%	62 65%	49 58%	231 66%	68 61%	27 59%	47 49%	248 63%	254 70%	376 69%	173 56%
2) Invest in faster computers	353 41%	78 47%	40 42%	28 33%	140 40%	51 46%	16 35%	39 41%	170 43%	144 40%	256 47%	97 31%
3) Invest in mobile solutions like cell phones, Blackberries, or PDAs	302 35%	57 34%	34 36%	32 38%	129 37%	34 31%	16 35%	36 38%	148 37%	117 32%	200 37%	102 33%
4) Invest in employee training	282 33%	58 35%	33 35%	27 32%	106 30%	43 39%	15 33%	36 38%	132 33%	113 31%	188 34%	94 31%
5) Developing a new website	379 44%	81 49%	37 39%	35 41%	156 44%	48 43%	22 48%	46 48%	187 47%	145 40%	245 45%	134 44%
6) Implement new business processes	414 48%	88 53%	47 49%	34 40%	175 50%	46 41%	24 52%	54 57%	190 48%	169 47%	254 46%	160 52%
7) Hiring more employees	174 20%	39 23%	19 20%	15 18%	69 20%	21 19%	11 24%	25 26%	96 24%	53 15%	101 18%	73 24%

Detailed Tables

Of the following, please rank the top three areas of your business that you would most like to invest in so that you can increase the productivity of your business. Rank the three areas in order of most priority by entering 1 (being the highest priority), 2 or 3 beside the area.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 * small base

	REGION											
	TOTAL	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
RANKED FIRST												
Base: All respondents												
Unweighted Base	855	167	95*	85*	351	111	46*	95*	396	363	547	308
Developing new processes to better manage customers and sales leads	229	46	24	26	109	17	7	22	110	96	148	81
	27%	28%	25%	31%	31%	15%	15%	23%	28%	26%	27%	26%
		E	E	E	EF							
Reduce business overhead costs	214	38	27	27	83	24	15	30	94	90	137	77
	25%	23%	28%	32%	24%	22%	33%	32%	24%	25%	25%	25%
Reduce cost of providing services	144	36	16	14	55	13	10	11	64	69	95	49
	17%	22%	17%	16%	16%	12%	22%	12%	16%	19%	17%	16%
		E										
Increase response times to customers	117	17	10	9	45	28	8	14	56	47	76	41
	14%	10%	11%	11%	13%	25%	17%	15%	14%	13%	14%	13%
						ABCD						
Employee training	77	13	10	5	26	19	4	10	42	25	49	28
	9%	8%	11%	6%	7%	17%	9%	11%	11%	7%	9%	9%
						ACD						
Reduce cost of creating products	74	17	8	4	33	10	2	8	30	36	42	32
	9%	10%	8%	5%	9%	9%	4%	8%	8%	10%	8%	10%