

SMALL BUSINESS OWNERS ADDRESS SOFTWARE PIRACY

*One In Seven (14%) Believe Their Business Has At Some Point
Unknowingly Used Pirated Software*

*Strong Sentiment Among Small Business Owners That Using
Pirated Software Is Wrong And Unethical*



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Software Is Wrong And Unethical*

Toronto, ON – Software piracy protection appears to be a serious issue among most Canadian small business owners, according to a new Ipsos Reid on-line survey of Canadian small business owners conducted on behalf of Microsoft Canada.

According to the survey, one in seven small business owners (14%) believe that their business has at some point in time unknowingly used pirated software. This statistic would appear to be something that would not sit well within the small business community, as big majorities of these company owners offer strong condemnation of pirated software usage, for example:

- Nine in ten (91%) agree using pirated software is unethical and small businesses need to be vigilant about making sure their software is genuine;
- 88% disagree that there is nothing wrong with using pirated software;
- 83% believe downloading, swapping or making copies of commercial software is wrong;
- 78% believe the installation of pirated software negatively impacts the Canadian economy, and
- 73% disagree that software piracy is a victimless crime.



.When asked what they believe is the most important reason why a small business owner should invest in genuine commercial software as opposed to counterfeit or pirated software, a plurality (39%) say because “it is the right thing to do and I pride myself on running an ethical business”.

So what are small business owners doing to protect themselves from pirated software? Just over half (54%) say their business regularly checks the types of software that it uses make sure it is genuine, and four in ten (40%) have software management policies in place to protect their business from unlicensed software. Half (49%) disagree with the statement that “keeping track of whether software is genuine is a low priority for their business”.

These are the findings of an Ipsos-Reid poll conducted from September 15th to September 20th, 2005 via a regionally representative online Canadian sample of 855 small business owners (small business was defined as 20 or fewer employees). For this sample, results can be considered accurate 95% of the time with a 3.4% margin of error, of what it would have been had this entire population been surveyed.

One In Seven (14%) Small Business Owners Believe Their Business Has Unknowingly Used Pirated Software...

One in seven (14%) small business owners say they think their business has at some point unknowingly used pirated software – 86% say their business has not.

- Men are more likely than women to say their business has unknowingly used pirated software (17% vs. 9%).
- Residents of Quebec (22%) are the most likely to say their business has unknowingly used pirated software.



Nine In Ten (91%) Agree Using Pirated Software Is Unethical And Small Business Need To Be Vigilant About Making Sure Their Software Is Genuine...

Ninety-one percent of small business owners agree with the statement “using pirated software is unethical and small businesses need to be vigilant about making sure their software is genuine” (53% strongly agree). One in ten (9%) disagree with this statement.

- Small business owners age 35 and over are significantly more likely to agree with this statement than those who are age 18-34 (91% vs. 84%).

Nearly Same Percentage (88%) Disagree That There Is Nothing Wrong With Using Pirated Software...

Nine in ten (88%) of small business owners disagree with the statement that “there is nothing wrong with using pirated software -- it is just as good as the real thing and doesn’t cost as much” (54% strongly disagree). One in ten (12%) agree with this statement.

- Younger business owners aged 18-34 are significantly more likely than their older counterparts to agree with this statement (22% vs. 11%).

Eighty-three Percent Believe Downloading, Swapping Or Making Copies Of Commercial Software Is Wrong...

Eighty-three percent of small business owners agree that “downloading, swapping or making copies of commercial software is wrong” (45% strongly agree). Seventeen percent disagree with this statement (4% strongly disagree).

- There is no variance with respect to demographics when it comes to this question.



Strong Majority (78%) Believe The Installation Of Pirated Software Negatively Impacts The Canadian Economy...

A strong majority of small business owners agree “the installation of pirated software negatively impacts the Canadian economy” (33% strongly agree). One in five (22%) disagrees with this statement (4% strongly disagree).

- Respondents from Quebec (90%) are more likely than all others to agree with this statement, with the next highest levels of agreement being in Atlantic Canada (83%).
- Small business owners age 35 and over are significantly more likely than those age 18-34 to disagree with this statement (80% vs. 66%).

Three-Quarters (73%) Disagree That Software Piracy Is A Victimless Crime...

Three-quarters (73%) of small business owners disagree with the statement that “software piracy is a victimless crime” (39% strongly disagree). Twenty-seven percent agree with this statement (10% strongly agree).

- Those most likely to disagree with this statement are small business owners in Alberta (83%) and British Columbia (78%).
- Small business owners in Quebec (38%), Saskatchewan/Manitoba (31%), and Atlantic Canada (28%) are the most likely to agree with this statement.

When Asked Why A Small Business Owner Should Invest In Genuine Software As Opposed To Counterfeit, A Plurality (39%) Say Because It Is The Right And Ethical Thing To Do...

As part of the survey, small business owners were read a list of four reasons and were asked to rank which one they believe are most important as to why a small business owner should invest in genuine commercial software as opposed to counterfeit or pirated software.

Thirty-nine percent of respondents ranked “it is the right thing to do and I pride myself on running an ethical business” as the most important, followed by “with genuine software I can



easily reload the software on my computer in a short time because I have the software back up CD" (28%), "genuine software gives me peace of mind because I know I am getting the latest features, security, and support" (22%), and "pirated software often contains viruses or malicious code which might put my business at risk" (11%).

- Respondents in Saskatchewan/Manitoba (48%) are the most likely to rank "it is the right thing to do and I pride myself on running an ethical business" first, followed by those in British Columbia (42%), Atlantic Canada (41%) and Ontario (40%).
- The largest portion of respondents in Quebec (38%) rank "genuine software gives me peace of mind because I know I am getting the latest features, security, and support" as their top-ranked reason.

Over Eight In Ten (84%) Agree That Software Piracy Is Not Just A Problem For Commercial Software Vendors Because Using It Can Also Put My Business At Risk...

Over eight in ten (84%) agree with the statement that "software piracy is not just a problem for commercial software vendors because using it can also put my business at risk" – 38% strongly agree. A small portion (16%) disagrees with this statement.

- Small business owners in Ontario (87%) are the most likely to agree, followed closely by those in British Columbia (86%).

So, Half (49%) Disagree That Keeping Track Of Whether Software Is Genuine Is A Low Priority For Their Business...

Small business owners are split when it comes to the statement "keeping track of whether software is genuine or counterfeit software is a low priority for my business" – with half (51%) agreeing (12% strongly) and half (49%) disagreeing (19% strongly).



- Small business owners in British Columbia (58%) are the most likely to agree with this statement, followed by those in Ontario (52%) and Atlantic Canada (50%).
- Those in Quebec (55%) are the most likely to disagree, followed by those in Saskatchewan/Manitoba (54%).

Half (54%) Say Their Business Regularly Checks The Types Of Software That It Uses To Make Sure It Is Genuine...

Fifty-four percent of small business owners say their business regularly checks the types of software that it uses to make sure it is genuine – 46% do not.

- There is no variance with respect to demographics when it comes to this question.

And Four In Ten (40%) Have Software Management Policies In Place To Protect Their Business From Unlicensed Software...

Four in ten small business owners (40%) say that their business has software management policies in place to protect company computers from unlicensed software – 60% say their business does not.

- There is no variance with respect to demographics when it comes to this question.

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