

Detailed Tables

YES SUMMARY TABLE

Proportions/Mean: 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
1) Do you think your business has ever unknowingly used pirated software	119	22	10	9	48	24	6	20	53	46	91	28
	14%	13%	11%	11%	14%	22% BCD	13%	21% I	13%	13%	17% K	9%
2) Does your business have software management policies in place to protect company computers from unlicensed software	341	58	40	30	145	48	20	33	152	156	229	112
	40%	35%	42%	35%	41%	43%	43%	35%	38%	43%	42%	36%
3) Does your business regularly check the types of software that it uses to make sure it is genuine	459	87	51	39	194	63	25	44	220	195	301	158
	54%	52%	54%	46%	55%	57%	54%	46%	56%	54%	55%	51%

NO SUMMARY TABLE

Proportions/Mean: 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
1) Do you think your business has ever unknowingly used pirated software	736	145	85	76	303	87	40	75	343	317	456	280
	86%	87%	89% E	89% E	86% E	78%	87%	79%	87%	87% G	83% J	91%
2) Does your business have software management policies in place to protect company computers from unlicensed software	514	109	55	55	206	63	26	62	244	207	318	196
	60%	65%	58%	65%	59%	57%	57%	65%	62%	57%	58%	64%
3) Does your business regularly check the types of software that it uses to make sure it is genuine	396	80	44	46	157	48	21	51	176	168	246	150
	46%	48%	46%	54%	45%	43%	46%	54%	44%	46%	45%	49%

Detailed Tables

From the list below, please rank the three reasons you believe are most important as to why a small business owner should invest in genuine commercial software as opposed to counterfeit or pirated software. Rank the three areas in order of most importance by entering 1 (being the most important reason), 2 or 3 beside the area

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* 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
RANKED FIRST												
Base: All respondents												
Unweighted Base	855	167	95*	85*	351	111	46*	95*	396	363	547	308
1) It is the right thing to do and I pride myself on running an ethical business	337	70	36	41	142	29	19	32	168	137	206	131
	39%	42%	38%	48%	40%	26%	41%	34%	42%	38%	38%	43%
3) With genuine software I can easily reload the software on my computer in a short time because I have the software back up CD	237	41	20	28	105	31	12	31	94	111	153	84
	28%	25%	21%	33%	30%	28%	26%	33%	24%	31%	28%	27%
2) Genuine software gives me peace of mind because I know I am getting the latest features, security, and support	184	34	22	11	67	42	8	20	83	81	126	58
	22%	20%	23%	13%	19%	38% ABCDF	17%	21%	21%	22%	23%	19%
4) irated software often contains viruses or malicious code which might put my business at risk	97	22	17	5	37	9	7	12	51	34	62	35
	11%	13%	18% CE	6%	11%	8%	15%	13%	13%	9%	11%	11%

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For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree: Software piracy is a victimless crime?

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		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	82 10%	14 8%	4 4%	6 7%	28 8%	23 21% ABCD	7 15% B	8 8%	33 8%	41 11%	50 9%	32 10%
Somewhat agree	145 17%	22 13%	12 13%	20 24% A	66 19%	19 17%	6 13%	18 19%	65 16%	62 17%	84 15%	61 20%
Somewhat disagree	297 35%	63 38%	39 41%	25 29%	117 33%	39 35%	14 30%	43 45% I	160 40%	93 26%	186 34%	111 36%
Strongly disagree	331 39%	68 41% E	40 42% E	34 40%	140 40% E	30 27%	19 41%	26 27%	138 35%	167 46% GH	227 41% K	104 34%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	227 27%	36 22%	16 17%	26 31% B	94 27% B	42 38% ABD	13 28%	26 27%	98 25%	103 28%	134 24%	93 30%
Disagree (Low2Box)	628 73%	131 78% E	79 83% CDE	59 69%	257 73% E	69 62%	33 72%	69 73%	298 75%	260 72%	413 76%	215 70%

Detailed Tables

For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree: Software piracy is not just a problem for commercial software vendors because using it can also put my business at risk?

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	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	326	62	32	32	137	45	18	28	142	155	198	128
	38%	37%	34%	38%	39%	41%	39%	29%	36%	43%	36%	42%
Somewhat agree	389	82	46	38	168	35	20	46	185	158	256	133
	45%	49%	48%	45%	48%	32%	43%	48%	47%	44%	47%	43%
Somewhat disagree	101	20	13	11	39	11	7	15	49	37	71	30
	12%	12%	14%	13%	11%	10%	15%	16%	12%	10%	13%	10%
Strongly disagree	39	3	4	4	7	20	1	6	20	13	22	17
	5%	2%	4%	5%	2%	18%	2%	6%	5%	4%	4%	6%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	715	144	78	70	305	80	38	74	327	313	454	261
	84%	86%	82%	82%	87%	72%	83%	78%	83%	86%	83%	85%
Disagree (Low2Box)	140	23	17	15	46	31	8	21	69	50	93	47
	16%	14%	18%	18%	13%	28%	17%	22%	17%	14%	17%	15%

Detailed Tables

For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree: Keeping track of whether software is genuine or counterfeit software is a low priority for my business?

Proportions/Mean: 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	105 12%	20 12%	8 8%	9 11%	40 11%	21 19%	7 15%	20 21% HI	46 12%	39 11%	74 14%	31 10%
Somewhat agree	335 39%	77 46%	39 41%	30 35%	144 41%	29 26%	16 35%	31 33%	163 41%	141 39%	219 40%	116 38%
Somewhat disagree	256 30%	48 29%	34 36%	29 34%	97 28%	30 27%	18 39%	33 35%	121 31%	101 28%	156 29%	100 32%
Strongly disagree	159 19%	22 13%	14 15%	17 20%	70 20%	31 28%	5 11%	11 12%	66 17%	82 23%	98 18%	61 20%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	440 51%	97 58%	47 49%	39 46%	184 52%	50 45%	23 50%	51 54%	209 53%	180 50%	293 54%	147 48%
Disagree (Low2Box)	415 49%	70 42%	48 51%	46 54%	167 48%	61 55%	23 50%	44 46%	187 47%	183 50%	254 46%	161 52%

Detailed Tables

For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree: 4) Using pirated software is unethical and small businesses need to be vigilant about making sure their software is genuine?

Proportions/Mean: 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	457	90	47	48	181	66	25	37	200	220	285	172
	53%	54%	49%	56%	52%	59%	54%	39%	51%	61%	52%	56%
Somewhat agree	320	67	36	28	137	35	17	43	161	115	210	110
	37%	40%	38%	33%	39%	32%	37%	45%	41%	32%	38%	36%
Somewhat disagree	57	8	7	9	23	8	2	13	26	18	38	19
	7%	5%	7%	11%	7%	7%	4%	14%	7%	5%	7%	6%
Strongly disagree	21	2	5	0	10	2	2	2	9	10	14	7
	2%	1%	5% C	-	3%	2%	4%	2%	2%	3%	3%	2%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	777	157	83	76	318	101	42	80	361	335	495	282
	91%	94%	87%	89%	91%	91%	91%	84%	91%	92%	90%	92%
Disagree (Low2Box)	78	10	12	9	33	10	4	15	35	28	52	26
	9%	6%	13%	11%	9%	9%	9%	16% HI	9%	8%	10%	8%

Detailed Tables

For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree: 5) There is nothing wrong with using pirated software?

Proportions/Mean: 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	15 2%	2 1%	2 2%	2 2%	4 1%	4 4%	1 2%	1 1%	9 2%	5 1%	12 2%	3 1%
Somewhat agree	87 10%	21 13%	6 6%	8 9%	36 10%	12 11%	4 9%	20 21% HI	35 9%	32 9%	62 11%	25 8%
Somewhat disagree	291 34%	56 34%	32 34%	30 35%	124 35%	34 31%	15 33%	41 43% I	144 36% I	106 29%	181 33%	110 36%
Strongly disagree	462 54%	88 53%	55 58%	45 53%	187 53%	61 55%	26 57%	33 35%	208 53% G	220 61% GH	292 53%	170 55%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	102 12%	23 14%	8 8%	10 12%	40 11%	16 14%	5 11%	21 22% HI	44 11%	37 10%	74 14%	28 9%
Disagree (Low2Box)	753 88%	144 86%	87 92%	75 88%	311 89%	95 86%	41 89%	74 78%	352 89% G	326 90% G	473 86%	280 91%

Detailed Tables

For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree: 6) The installation of pirated software negatively impacts the Canadian economy?

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* small base

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	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	282	54	28	28	101	56	15	25	112	145	170	112
	33%	32%	29%	33%	29%	50%	33%	26%	28%	40%	31%	36%
Somewhat agree	389	74	39	38	171	44	23	38	200	150	249	140
	45%	44%	41%	45%	49%	40%	50%	40%	51%	41%	46%	45%
Somewhat disagree	148	35	20	15	64	8	6	25	70	53	103	45
	17%	21%	21%	18%	18%	7%	13%	26%	18%	15%	19%	15%
Strongly disagree	36	E	E	E	E			I				
	4%	4	8	4	15	3	2	7	14	15	25	11
		2%	8%	5%	4%	3%	4%	7%	4%	4%	5%	4%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	671	128	67	66	272	100	38	63	312	295	419	252
	78%	77%	71%	78%	77%	90%	83%	66%	79%	81%	77%	82%
Disagree (Low2Box)	184	39	28	19	79	11	8	32	84	68	128	56
	22%	23%	29%	22%	23%	10%	17%	34%	21%	19%	23%	18%
		E	E	E	E			HI				

Detailed Tables

For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree: 7) Downloading, swapping or making copies of commercial software is wrong?

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* small base

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	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	381	77	40	41	158	49	16	27	171	182	231	150
	45%	46%	42%	48%	45%	44%	35%	28%	43%	50%	42%	49%
Somewhat agree	325	64	42	31	132	38	18	44	158	123	218	107
	38%	38%	44%	36%	38%	34%	39%	46%	40%	34%	40%	35%
Somewhat disagree	116	22	10	12	52	15	5	20	52	44	77	39
	14%	13%	11%	14%	15%	14%	11%	21%	13%	12%	14%	13%
Strongly disagree	33	4	3	1	9	9	7	4	15	14	21	12
	4%	2%	3%	1%	3%	8%	15%	4%	4%	4%	4%	4%
						ACD	ABCD					
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	706	141	82	72	290	87	34	71	329	305	449	257
	83%	84%	86%	85%	83%	78%	74%	75%	83%	84%	82%	83%
Disagree (Low2Box)	149	26	13	13	61	24	12	24	67	58	98	51
	17%	16%	14%	15%	17%	22%	26%	25%	17%	16%	18%	17%

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In the next year do you plan developing a software management policy in your business to help keep track of your software and ensure its authenticity?

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	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
Yes	170 20%	34 20%	16 17%	16 19%	65 19%	26 23%	13 28%	16 17%	77 19%	77 21%	112 20%	58 19%
No	685 80%	133 80%	79 83%	69 81%	286 81%	85 77%	33 72%	79 83%	319 81%	286 79%	435 80%	250 81%