

B1. How optimistic are you about the growth prospects for your business next year?

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

* small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Less than 10 employees	977	119	135	69	406	183	65	151	306	520	340	637
Weighted	978	138*	96	66*	376	228	74*	178	321	480	356	622
Very optimistic	311 32%	48 35%	38 40% D	23 35%	109 29%	67 29%	25 34%	53 30%	101 32%	156 33%	125 35%	185 30%
Somewhat optimistic	471 48%	71 52%	38 40%	29 44%	190 50%	112 49%	31 42%	70 40%	166 52% G	234 49%	175 49%	295 48%
Not very optimistic	143 15%	16 12%	14 15%	11 17%	58 15%	31 14%	12 17%	35 20%	40 13%	68 14%	38 11%	104 17% J
Not at all optimistic	54 6%	3 2%	5 5%	3 5%	19 5%	18 8%	6 8%	19 11% HI	13 4%	22 5%	17 5%	37 6%
Summary												
Top2Box - Very/ Somewhat Optimistic	781 80%	119 86%	76 80%	52 79%	299 80%	178 78%	56 76%	124 70%	267 83% G	390 81% G	301 84% K	481 77%
Low2Box - Not very/ Not at all Optimistic	197 20%	19 14%	19 20%	14 21%	77 20%	50 22%	18 24%	54 30% HI	53 17%	90 19%	56 16%	141 23% J

How optimistic are you about the growth prospects for your business next year?

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

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	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Less than 10 employees	977	504	473	172	497	308	18	114	480	365
Weighted	978	480	498	285	389	304	20**	116*	487	355
Very optimistic	311 32%	151 31%	160 32%	118 41% DE	119 31%	74 24%	9 44%	39 33%	155 32%	108 30%
Somewhat optimistic	471 48%	239 50%	231 46%	128 45%	199 51%	144 47%	4 21%	50 43%	252 52%	164 46%
Not very optimistic	143 15%	68 14%	75 15%	27 9%	56 14%	60 20% C	3 15%	22 19%	55 11%	63 18% H
Not at all optimistic	54 6%	21 4%	33 7%	12 4%	15 4%	27 9% D	4 19%	5 4%	25 5%	20 6%
Summary										
Top2Box - Very/ Somewhat Optimistic	781 80%	390 81%	391 78%	246 86% E	318 82% E	217 72%	13 66%	89 77%	407 84% I	272 77%
Low2Box - Not very/ Not at all Optimistic	197 20%	89 19%	107 22%	39 14%	71 18%	87 28% CD	7 34%	27 23%	80 16%	83 23% H

Which aspects of your business do you believe you spend too much time on?

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

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	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
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		A	B	C	D	E	F	G	H	I	J	K
Base: Less than 10 employees	977	119	135	69	406	183	65	151	306	520	340	637
Weighted	978	138*	96	66*	376	228	74*	178	321	480	356	622
Finding new customers	356 36%	41 30%	32 33%	26 40%	145 38%	87 38%	25 34%	85 48%	120 37%	151 32%	130 37%	226 36%
Day to day operations	274 28%	45 33%	28 29%	25 37%	100 27%	60 26%	17 22%	57 32%	98 30%	120 25%	114 32%	160 26%
Managing accounting / bookkeeping	245 25%	36 26%	16 16%	16 24%	89 24%	67 29%	23 30%	26 15%	74 23%	145 30%	100 28%	145 23%
Keeping current customers satisfied	151 15%	26 19%	11 11%	8 12%	54 14%	42 18%	10 14%	26 15%	57 18%	68 14%	55 15%	96 15%
Financial planning	68 7%	6 4%	5 5%	7 11%	27 7%	15 6%	8 10%	12 7%	25 8%	31 6%	26 7%	42 7%
Managing suppliers	60 6%	12 9%	5 5%	3 5%	14 4%	19 8%	8 11%	18 10%	22 7%	20 4%	23 6%	37 6%
Personnel and staffing	31 3%	5 3%	6 6%	1 1%	6 2%	9 4%	5 7%	6 4%	8 2%	17 4%	14 4%	17 3%
Paperwork (forms/ government requirements, etc.)	5 1%	1 0	0 -	2 3%	1 0	2 1%	0 -	0 -	2 1%	3 1%	0 -	5 1%
Travel	4 0	1 1%	0 -	0 -	3 1%	0 -	0 -	1 1%	1 0	2 0	1 0	4 1%
Balancing work and family	3 0	0 -	1 1%	1 2%	1 0	0 -	0 -	0 -	3 1%	0 -	3 1%	0 -
Other	34 3%	3 2%	9 10%	1 2%	14 4%	3 1%	3 5%	6 3%	9 3%	19 4%	6 2%	29 5%
None	49 5%	5 4%	5 5%	5 7%	19 5%	11 5%	3 4%	7 4%	17 5%	25 5%	17 5%	32 5%
(Dk/Ns)	31 3%	8 6%	4 4%	0 -	13 3%	6 3%	1 1%	1 0	15 5%	15 3%	11 3%	19 3%

Which aspects of your business do you believe you spend too much time on?

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

* small base; ** very small base (under 30) ineligible for sig testing

	Total	GENDER		AGE			EDUCATION			
		Male A	Female B	18-34 C	35-54 D	55+ E	<HS F	HS G	Post Sec H	Univ Grad I
Base: Less than 10 employees	977	504	473	172	497	308	18	114	480	365
Weighted	978	480	498	285	389	304	20**	116*	487	355
Finding new customers	356 36%	179 37%	177 35%	111 39%	140 36%	105 35%	7 37%	34 29%	183 37%	133 37%
Day to day operations	274 28%	131 27%	143 29%	92 32%	107 28%	75 25%	6 32%	45 39% HI	125 26%	98 28%
Managing accounting / bookkeeping	245 25%	145 30%	100 20%	74 26%	109 28%	62 20%	2 11%	22 19%	130 27%	91 26%
Keeping current customers satisfied	151 15%	68 14%	82 17%	46 16%	53 14%	52 17%	2 9%	25 22% I	84 17% I	40 11%
Financial planning	68 7%	35 7%	33 7%	26 9% E	34 9% E	7 2%	5 27%	7 6%	34 7%	22 6%
Managing suppliers	60 6%	33 7%	27 6%	25 9%	17 4%	19 6%	4 22%	9 8%	29 6%	18 5%
Personnel and staffing	31 3%	15 3%	16 3%	10 3%	18 5% E	3 1%	3 15%	2 2%	16 3%	10 3%
Paperwork (forms/ government requirements, etc.)	5 1%	3 1%	3 1%	2 1%	1 0	3 1%	0 -	0 -	0 0	5 1%
Travel	4 0	0 0	4 1%	1 0	1 0	2 1%	0 2%	1 1%	2 0	1 0
Balancing work and family	3 0	0 -	3 1%	3 1%	0 -	0 -	0 -	0 -	2 0	1 0
Other	34 3%	14 3%	20 4%	10 3%	13 3%	11 4%	1 6%	7 6%	14 3%	12 3%
None	49 5%	15 3%	33 7% A	11 4%	18 5%	19 6%	2 8%	7 6%	18 4%	21 6%
(Dk/Ns)	31 3%	18 4%	12 3%	13 5%	13 3%	5 1%	0 -	2 2%	15 3%	13 4%

What resources do you use/have you used to find information about starting and running your small business?

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

* small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Less than 10 employees	977	119	135	69	406	183	65	151	306	520	340	637
Weighted	978	138*	96	66*	376	228	74*	178	321	480	356	622
The Internet	370 38%	47 34%	37 38%	23 35%	161 43% E	72 32%	30 40%	66 37%	117 36%	187 39%	128 36%	241 39%
Friends and family	345 35%	50 37%	32 33%	20 31%	145 39% E	65 29%	31 42%	65 36%	134 42% I	146 30%	140 39%	204 33%
An accountant or Bookkeeper	241 25%	37 27% F	27 28% F	19 28% F	94 25% F	55 24%	9 11%	40 22%	61 19%	140 29% H	75 21%	165 27%
A government agency	230 23%	25 18%	23 24%	14 21%	105 28%	44 19%	20 26%	40 23%	70 22%	120 25%	69 19%	160 26%
Small business or Industry associations	191 19%	26 19%	15 16%	10 16%	86 23%	35 15%	19 25%	35 19%	62 19%	94 20%	57 16%	133 21%
Financial Institutions	140 14%	17 13%	11 11%	13 20%	62 17%	26 12%	10 14%	25 14%	32 10%	83 17% H	42 12%	98 16%
A lawyer	98 10%	20 15% EF	13 14% EF	6 9% E	45 12% E	11 5%	3 4%	15 9%	21 6%	62 13% H	30 8%	69 11%
A retail store	35 4%	11 8% BDE	1 1%	4 7% E	10 3%	2 1%	6 8% BE	12 7% I	12 4%	11 2%	13 4%	22 4%
Myself/ past experience	12 1%	1 1%	1 2%	2 4%	5 1%	3 1%	0 -	2 1%	4 1%	6 1%	4 1%	8 1%
Books/ articles/ printed materials	9 1%	0 -	1 1%	1 1%	6 2%	1 0	0 -	2 1%	4 1%	3 1%	2 0	7 1%
Consulting firm	2 0	0 -	0 -	0 -	0 0	1 1%	0 -	0 -	1 0	0 0	0 -	2 0
Other	29 3%	3 2%	5 5%	3 5%	8 2%	8 3%	3 4%	5 3%	19 6%	6 1%	8 2%	21 3%
Do not/did not use any resources	246 25%	35 25%	23 24%	16 24%	90 24%	63 28%	19 26%	41 23%	73 23%	132 28%	95 27%	151 24%

. What resources do you use/have you used to find information about starting and running your small business?

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	Total	GENDER		AGE			EDUCATION			
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Base: Less than 10 employees	977	504	473	172	497	308	18	114	480	365
Weighted	978	480	498	285	389	304	20**	116*	487	355
The Internet	370 38%	205 43%	165 33%	140 49%	147 38%	82 27%	9 43%	29 25%	173 35%	159 45%
Friends and family	345 35%	156 33%	189 38%	128 45%	130 33%	87 29%	7 35%	38 32%	164 34%	136 38%
An accountant or Bookkeeper	241 25%	111 23%	130 26%	58 20%	97 25%	86 28%	4 19%	30 26%	92 19%	115 32%
A government agency	230 23%	109 23%	120 24%	73 26%	95 24%	62 20%	2 10%	10 9%	104 21%	114 32%
Small business or Industry associations	191 19%	95 20%	96 19%	44 16%	85 22%	61 20%	4 18%	11 9%	88 18%	88 25%
Financial Institutions	140 14%	79 16%	61 12%	39 14%	63 16%	38 12%	4 19%	8 7%	57 12%	72 20%
A lawyer	98 10%	55 12%	43 9%	21 7%	43 11%	34 11%	1 6%	10 8%	29 6%	58 16%
A retail store	35 4%	18 4%	17 3%	9 3%	13 3%	13 4%	3 14%	6 5%	12 3%	13 4%
Myself/ past experience	12 1%	5 1%	7 1%	2 1%	5 1%	5 2%	0 2%	2 2%	7 1%	3 1%
Books/ articles/ printed materials	9 1%	3 1%	6 1%	3 1%	4 1%	1 0	0 -	0 -	5 1%	4 1%
Consulting firm	2 0	0 0	1 0	0 -	1 0	0 0	0 -	0 -	0 -	2 0
Other	29 3%	10 2%	20 4%	12 4%	9 2%	9 3%	0 -	1 1%	22 5%	5 2%
Do not/did not use any resources	246 25%	123 26%	124 25%	58 20%	96 25%	92 30%	7 34%	34 29%	136 28%	70 20%

How do you market your products or services?

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

* small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
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Base: Less than 10 employees	977	119	135	69	406	183	65	151	306	520	340	637
Weighted	978	138*	96	66*	376	228	74*	178	321	480	356	622
Word of mouth	723 74%	108 79% E	69 72%	51 78%	289 77% E	150 66%	55 74%	125 70%	240 75%	359 75%	274 77%	449 72%
Website for your business	281 29%	47 34% F	30 31% F	16 25%	117 31% F	59 26%	12 16%	45 25%	85 27%	151 31%	106 30%	174 28%
Flyers or Catalogues	218 22%	26 19%	20 21%	13 19%	88 23%	50 22%	21 28%	49 27%	76 24%	94 20%	90 25%	128 21%
Internet marketing (email, listing on other websites, etc.)	203 21%	27 20%	14 15%	17 26%	92 24% B	40 18%	12 17%	38 21%	62 19%	104 22%	64 18%	139 22%
Advertising (radio, newspaper, TV, etc.)	189 19%	25 18%	16 17%	18 27%	64 17%	53 23%	13 18%	46 26% I	72 22% I	72 15%	78 22%	112 18%
Phone book	123 13%	18 13%	8 9%	14 21% BD	39 10%	34 15%	9 12%	20 11%	43 13%	60 13%	49 14%	74 12%
Direct Mail	102 10%	12 9%	7 8%	4 6%	44 12%	28 12%	7 9%	18 10%	38 12%	46 10%	40 11%	62 10%
Sales team	63 6%	13 9%	9 10%	4 6%	23 6%	10 5%	4 5%	14 8%	13 4%	36 7%	26 7%	37 6%
Networking	14 1%	2 1%	1 1%	1 1%	6 2%	4 2%	1 1%	1 0	2 1%	12 2%	3 1%	11 2%
Trade shows/ fairs	14 1%	3 2%	3 3% E	1 1%	7 2%	0 -	2 2%	3 2%	5 1%	6 1%	3 1%	12 2%
Telemarketing/ direct calls	9 1%	2 1%	1 1%	0 -	2 0	3 1%	2 2%	2 1%	3 1%	3 1%	2 1%	7 1%
Other	37 4%	5 4%	5 5% E	5 8% E	20 5% E	1 1%	1 1%	12 7%	12 4%	14 3%	11 3%	27 4%
Do not market	136 14%	19 14%	15 15%	7 10%	42 11%	39 17%	14 19%	24 14%	41 13%	71 15%	40 11%	96 15%

. How do you market your products or services?

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Base: Less than 10 employees	977	504	473	172	497	308	18	114	480	365
Weighted	978	480	498	285	389	304	20**	116*	487	355
Word of mouth	723 74%	347 72%	376 75%	216 76%	287 74%	220 72%	17 86%	80 69%	361 74%	265 75%
Website for your business	281 29%	148 31%	133 27%	98 34%	115 30%	68 22%	6 31%	23 20%	140 29%	111 31%
Flyers or Catalogues	218 22%	88 18%	130 26%	86 30%	84 22%	48 16%	2 9%	26 22%	116 24%	74 21%
Internet marketing (email, listing on other websites, etc.)	203 21%	93 19%	110 22%	67 24%	82 21%	55 18%	5 25%	17 15%	102 21%	79 22%
Advertising (radio, newspaper, TV, etc.)	189 19%	94 20%	95 19%	77 27%	59 15%	54 18%	3 16%	22 19%	100 21%	64 18%
Phone book	123 13%	56 12%	67 14%	34 12%	56 14%	33 11%	3 17%	22 19%	64 13%	33 9%
Direct Mail	102 10%	47 10%	56 11%	36 13%	39 10%	27 9%	2 10%	9 8%	53 11%	38 11%
Sales team	63 6%	34 7%	28 6%	19 7%	28 7%	16 5%	0 -	5 4%	31 6%	27 8%
Networking	14 1%	9 2%	5 1%	2 1%	4 1%	8 3%	0 -	0 -	6 1%	9 2%
Trade shows/ fairs	14 1%	3 1%	11 2%	3 1%	4 1%	8 3%	0 -	1 1%	6 1%	7 2%
Telemarketing/ direct calls	9 1%	4 1%	4 1%	0 -	4 1%	5 2%	0 -	2 1%	4 1%	3 1%
Other	37 4%	21 4%	16 3%	10 3%	11 3%	17 6%	1 6%	3 3%	20 4%	14 4%
Do not market	136 14%	69 14%	67 13%	37 13%	51 13%	48 16%	2 10%	20 17%	62 13%	52 15%

B4. What accounting methods have you used in the past year?

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

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	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
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Weighted	978	138*	96	66*	376	228	74*	178	321	480	356	622
Accountant or bookkeeper	368 38%	69 50% BDF	29 30%	25 38%	142 38% F	85 37%	17 23%	45 26%	118 37% G	204 43% G	138 39%	230 37%
Pen and paper or ledgers	255 26%	25 18%	23 24%	21 32%	91 24%	65 29%	30 40% ABD	57 32% I	98 30% I	101 21%	83 23%	172 28%
Spreadsheets	253 26%	34 25%	25 26% E	24 36% E	114 30% E	35 15%	21 28% E	36 21%	80 25%	136 28%	84 24%	168 27%
Software, QuickBooks	146 15%	18 13%	22 23% EF	12 18% E	69 18% EF	19 8%	5 6%	13 8%	42 13%	90 19% G	51 14%	94 15%
Software, Simply Accounting	140 14%	17 13%	21 21% D	10 15%	46 12%	29 13%	17 23% D	30 17%	41 13%	69 14%	65 18% K	75 12%
Excel	25 3%	4 3%	1 1%	0 -	3 1%	16 7% CD	1 1%	6 4%	10 3%	8 2%	5 1%	21 3%
Quicken	18 2%	3 2%	2 2%	1 2%	7 2%	3 1%	1 1%	4 2%	4 1%	10 2%	6 2%	12 2%
MYOB	7 1%	0 -	1 1%	1 1%	4 1%	2 1%	0 -	0 -	3 1%	4 1%	2 0	5 1%
MS Money	3 0	0 -	1 1%	1 1%	2 1%	0 -	0 -	0 -	2 0	2 0	2 0	2 0
Other	55 6%	8 6%	5 5%	6 9%	14 4%	22 10% DF	1 1%	9 5%	16 5%	30 6%	11 3%	44 7% J
None	100 10%	14 10%	9 9%	2 3%	44 12%	21 9%	10 13%	31 18% HI	31 10%	37 8%	41 11%	59 10%

What accounting methods have you used in the past year?

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Base: Less than 10 employees	977	504	473	172	497	308	18	114	480	365
Weighted	978	480	498	285	389	304	20**	116*	487	355
Accountant or bookkeeper	368 38%	184 38%	184 37%	103 36%	153 39%	112 37%	10 49%	38 33%	185 38%	134 38%
Pen and paper or ledgers	255 26%	94 20%	161 32% A	74 26%	95 24%	86 28%	5 26%	39 34% I	130 27%	81 23%
Spreadsheets	253 26%	145 30% B	107 22%	80 28%	97 25%	76 25%	5 25%	31 27%	97 20%	120 34% H
Software, QuickBooks	146 15%	83 17%	62 13%	41 14%	67 17%	38 12%	0 2%	10 9%	74 15%	61 17%
Software, Simply Accounting	140 14%	73 15%	67 13%	46 16%	62 16%	32 11%	2 10%	25 22% I	75 15%	38 11%
Excel	25 3%	10 2%	15 3%	7 3%	5 1%	13 4% D	0 -	3 3%	13 3%	8 2%
Quicken	18 2%	9 2%	9 2%	1 0	7 2%	10 3%	1 6%	1 1%	7 2%	8 2%
MYOB	7 1%	3 1%	3 1%	0 -	5 1%	2 1%	0 -	2 1%	3 1%	2 1%
MS Money	3 0	2 0	2 0	0 -	2 1%	1 0	0 -	1 1%	1 0	2 1%
Other	55 6%	27 6%	28 6%	6 2%	22 6% C	27 9% C	1 6%	6 5%	26 5%	21 6%
None	100 10%	40 8%	60 12%	43 15% E	36 9%	22 7%	9 44%	16 13% I	54 11% I	22 6%

To what extent do you agree that accounting /financial planning software gives you the confidence to build/manage a successful business?

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	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Less than 10 employees	977	119	135	69	406	183	65	151	306	520	340	637
Weighted	978	138*	96	66*	376	228	74*	178	321	480	356	622
Strongly agree	161 16%	17 12%	15 16%	9 14%	60 16%	45 20%	15 20%	25 14%	45 14%	91 19%	56 16%	105 17%
Somewhat agree	592 61%	88 64%	59 61%	43 65%	219 58%	140 61%	44 59%	101 57%	213 67%	278 58%	224 63%	368 59%
Somewhat disagree	166 17%	28 21%	15 15%	9 14%	74 20% E	27 12%	12 17%	29 16%	51 16%	86 18%	62 17%	104 17%
Strongly disagree	59 6%	5 4%	7 8%	5 7%	23 6%	16 7%	3 4%	22 12% HI	12 4%	25 5%	15 4%	44 7%
Summary												
Top2Box - Agree	754 77%	104 76%	74 77%	52 79%	280 74%	185 81%	59 80%	127 71%	258 80%	369 77%	280 78%	474 76%
Low2Box - Disagree	225 23%	33 24%	22 23%	14 21%	97 26%	43 19%	15 20%	51 29%	63 20%	111 23%	77 22%	148 24%

To what extent do you agree that accounting /financial planning software gives you the confidence to build/manage a successful business?

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

* small base; ** very small base (under 30) ineligible for sig testing

	Total	GENDER		AGE			EDUCATION			
		Male A	Female B	18-34 C	35-54 D	55+ E	<HS F	HS G	Post Sec H	Univ Grad I
Base: Less than 10 employees	977	504	473	172	497	308	18	114	480	365
Weighted	978	480	498	285	389	304	20**	116*	487	355
Strongly agree	161 16%	70 15%	91 18%	40 14%	62 16%	59 19%	0 2%	21 18%	78 16%	61 17%
Somewhat agree	592 61%	301 63%	291 58%	175 61%	242 62%	176 58%	13 67%	72 62%	300 62%	207 58%
Somewhat disagree	166 17%	81 17%	85 17%	52 18%	70 18%	45 15%	3 14%	21 18%	84 17%	59 17%
Strongly disagree	59 6%	28 6%	31 6%	18 6%	16 4%	25 8%	3 16%	2 2%	25 5%	28 8%
						D				G
Summary										
Top2Box - Agree	754 77%	371 77%	382 77%	215 76%	304 78%	235 77%	14 70%	93 80%	379 78%	268 75%
Low2Box - Disagree	225 23%	109 23%	116 23%	69 24%	86 22%	69 23%	6 30%	23 20%	108 22%	87 25%

How supportive would you say the Federal Government is of your businesses?

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

* small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Less than 10 employees	977	119	135	69	406	183	65	151	306	520	340	637
Weighted	978	138*	96	66*	376	228	74*	178	321	480	356	622
Very supportive	41 4%	3 2%	5 6%	2 4%	16 4%	11 5%	4 5%	4 2%	14 4%	24 5%	21 6%	20 3%
Somewhat supportive	287 29%	53 39%	34 36%	24 36%	121 32%	32 14%	22 30%	56 31%	89 28%	143 30%	123 34%	165 27%
Not very supportive	362 37%	56 41%	37 38%	25 38%	155 41%	66 29%	24 32%	54 30%	128 40%	181 38%	126 35%	236 38%
Not at all supportive	287 29%	25 18%	19 20%	15 23%	85 23%	119 52%	24 32%	64 36%	90 28%	132 28%	87 24%	201 32%
Summary												
Top2Box - Very/ Somewhat supportive	328 34%	56 41%	40 41%	26 39%	137 36%	43 19%	26 36%	60 34%	102 32%	167 35%	144 40%	185 30%
Low2Box - Not very/ Not at all supportive	650 66%	81 59%	56 59%	40 61%	239 64%	185 81%	48 64%	118 66%	218 68%	313 65%	213 60%	437 70%

. How supportive would you say the Federal Government is of your businesses?

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

* small base; ** very small base (under 30) ineligible for sig testing

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Less than 10 employees	977	504	473	172	497	308	18	114	480	365
Weighted	978	480	498	285	389	304	20**	116*	487	355
Very supportive	41 4%	17 3%	24 5%	18 6%	14 4%	8 3%	1 4%	2 2%	23 5%	16 4%
Somewhat supportive	287 29%	141 29%	146 29%	101 36%	114 29%	72 24%	7 35%	23 20%	142 29%	116 33%
Not very supportive	362 37%	179 37%	184 37%	86 30%	168 43%	108 36%	9 47%	51 44%	178 36%	124 35%
Not at all supportive	287 29%	143 30%	144 29%	79 28%	93 24%	115 38%	3 14%	40 35%	145 30%	100 28%
Summary										
Top2Box - Very/ Somewhat supportive	328 34%	158 33%	170 34%	120 42%	128 33%	80 26%	8 39%	25 22%	164 34%	131 37%
Low2Box - Not very/ Not at all supportive	650 66%	322 67%	328 66%	165 58%	261 67%	224 74%	12 61%	91 78%	323 66%	224 63%

Do you currently sell products or deliver business services online?

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

* small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Less than 10 employees	977	119	135	69	406	183	65	151	306	520	340	637
Weighted	978	138*	96	66*	376	228	74*	178	321	480	356	622
Yes, I do	208 21%	33 24%	18 19%	10 15%	91 24%	42 18%	13 18%	37 21%	69 22%	102 21%	82 23%	126 20%
No, but I intend to	193 20%	33 24%	21 22%	17 26%	63 17%	47 20%	13 18%	47 26%	62 19%	85 18%	68 19%	125 20%
No, and I do not intend to	577 59%	72 52%	57 59%	39 58%	223 59%	139 61%	48 64%	94 53%	190 59%	293 61%	207 58%	370 59%

. Do you currently sell products or deliver business services online?

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

* small base; ** very small base (under 30) ineligible for sig testing

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Less than 10 employees	977	504	473	172	497	308	18	114	480	365
Weighted	978	480	498	285	389	304	20**	116*	487	355
Yes, I do	208 21%	120 25%	88 18%	77 27%	79 20%	52 17%	2 10%	16 13%	110 23%	81 23%
No, but I intend to	193 20%	103 22%	90 18%	49 17%	88 23%	55 18%	6 29%	27 23%	92 19%	68 19%
No, and I do not intend to	577 59%	256 53%	321 64%	158 56%	222 57%	196 65%	12 61%	74 63%	285 59%	206 58%