

(Today's small business owners must be more technologically-savvy than ever before) Thinking about what it is like to be a small business owner today, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents												
Weighted	1054	219	118	62	470	136	49	147	288	619	285	769
	1054	147	101*	70*	406	250	80*	153	305	596	324	730
Today's small business owners must be more technologically-savvy than ever before												
Strongly agree	498 47%	80 54% BC	37 37%	24 35%	206 51%	117 47%	33 41%	75 49%	138 45%	284 48%	142 44%	356 49%
Somewhat agree	491 47%	52 35% BC	59 58% AD	42 60% AD	169 42%	125 50%	45 57% A	67 44%	149 49%	275 46%	161 50%	331 45%
Somewhat disagree	55 5%	13 9% E	5 5%	3 4%	24 6%	8 3%	2 2%	8 5%	15 5%	31 5%	18 6%	37 5%
Strongly disagree	10 1%	2 1%	0 -	1 1%	8 2%	0 -	0 -	3 2%	2 1%	5 1%	3 1%	7 1%
Summary												
Top2Box - Agree	989 94%	132 90%	96 95%	66 95%	375 92%	242 97% A	78 98%	143 93%	287 94%	559 94%	303 93%	687 94%
Low2Box -Disagree	65 6%	15 10% E	5 5%	4 5%	31 8%	8 3%	2 2%	11 7%	17 6%	37 6%	21 7%	44 6%

(From what I may have seen or personally experienced, many people today are making a life-style decision to leave the corporate world and start their own small business) Thinking about what it is like to be a small business owner today, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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Base: All respondents	1054	219	118	62	470	136	49	147	288	619	285	769
Weighted	1054	147	101*	70*	406	250	80*	153	305	596	324	730
From what I may have seen or personally experienced, many people today are making a life-style decision to leave the corporate world and start their own small business												
Strongly agree	267 25%	36 25%	22 22%	10 15%	109 27%	79 32% CF	10 12%	49 32%	78 26%	140 23%	81 25%	186 25%
Somewhat agree	603 57%	83 56%	61 60%	47 67%	231 57%	133 53%	49 61%	82 54%	164 54%	357 60%	172 53%	430 59%
Somewhat disagree	174 16%	25 17%	16 15%	11 15%	63 16%	38 15%	21 27%	21 14%	58 19%	95 16%	66 20%	108 15%
Strongly disagree	11 1%	3 2% E	3 3% E	2 3% E	3 1%	0 -	0 -	1 1%	5 1%	5 1%	5 1%	6 1%
Summary												
Top2Box - Agree	869 82%	119 81%	82 81%	57 82%	340 84%	212 85%	58 73%	131 86%	242 79%	496 83%	253 78%	616 84%
Low2Box -Disagree	185 18%	28 19%	19 19%	13 18%	66 16%	38 15%	21 27%	22 14%	63 21%	100 17%	70 22%	114 16%

(Today's technology allows small business owners to compete with bigger corporations better than ever before) Thinking about what it is like to be a small business owner today, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

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Base: All respondents	1054	219	118	62	470	136	49	147	288	619	285	769
Weighted	1054	147	101*	70*	406	250	80*	153	305	596	324	730
Today's technology allows small business owners to compete with bigger corporations better than ever before												
Strongly agree	281 27%	45 31%	20 20%	9 13%	111 27%	65 26%	31 39%	37 24%	93 31%	151 25%	81 25%	200 27%
Somewhat agree	569 54%	77 53%	63 62%	41 59%	219 54%	132 53%	37 46%	86 56%	152 50%	332 56%	176 54%	393 54%
Somewhat disagree	177 17%	23 15%	12 12%	16 23%	66 16%	48 19%	11 14%	29 19%	51 17%	98 16%	57 18%	120 16%
Strongly disagree	27 3%	2 1%	6 6%	3 4%	10 2%	5 2%	1 1%	2 1%	9 3%	16 3%	10 3%	17 2%
Summary												
Top2Box - Agree	850 81%	122 83%	83 82%	51 72%	329 81%	197 79%	68 85%	123 80%	245 80%	482 81%	257 79%	593 81%
Low2Box -Disagree	204 19%	25 17%	18 18%	19 28%	76 19%	53 21%	12 15%	30 20%	59 20%	114 19%	67 21%	137 19%

(Technology is like a silent partner that helps my business be more efficient, deliver optimum customer service and close more sales) Thinking about what it is like to be a small business owner today, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

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Base: All respondents												
Weighted	1054	219	118	62	470	136	49	147	288	619	285	769
	1054	147	101*	70*	406	250	80*	153	305	596	324	730
Technology is like a silent partner that helps my business be more efficient, deliver optimum customer service and close more sales												
Strongly agree	412 39%	53 36%	35 35%	25 36%	166 41%	93 37%	39 49%	67 44%	115 38%	229 38%	119 37%	292 40%
Somewhat agree	521 49%	74 50%	57 56%	32 46%	187 46%	141 56%	31 39%	62 40%	157 51%	303 51%	161 50%	360 49%
Somewhat disagree	108 10%	18 12%	9 9%	11 15%	47 11%	16 6%	8 10%	20 13%	29 9%	59 10%	39 12%	69 9%
Strongly disagree	13 1%	3 2%	0 0	2 3% E	6 2%	0 -	2 2%	4 3%	4 1%	5 1%	5 1%	9 1%
Summary												
Top2Box - Agree	933 88%	126 86%	92 91%	58 82%	352 87%	234 94% ACD	70 88%	129 84%	272 89%	532 89%	280 87%	653 89%
Low2Box -Disagree	121 12%	20 14% E	9 9%	13 18% E	53 13% E	16 6%	10 12%	24 16%	33 11%	64 11%	44 13%	78 11%

Mobile technology gives today's small business owner the flexibility to balance business with pleasure) Thinking about what it is like to be a small business owner today, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

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Base: All respondents												
Weighted	1054	219	118	62	470	136	49	147	288	619	285	769
	1054	147	101*	70*	406	250	80*	153	305	596	324	730
Mobile technology gives today's small business owner the flexibility to balance business with pleasure												
Strongly agree	380 36%	48 33%	44 43%	22 32%	153 38%	81 32%	30 38%	56 36%	101 33%	223 37%	119 37%	261 36%
Somewhat agree	535 51%	72 49%	46 45%	40 57%	193 48%	140 56%	44 55%	75 49%	179 59%	282 47%	165 51%	370 51%
Somewhat disagree	121 11%	25 17%	11 11%	5 7%	50 12%	27 11%	2 3%	20 13%	22 7%	79 13%	32 10%	88 12%
Strongly disagree	18 2%	1 1%	1 1%	3 4%	9 2%	1 1%	3 4%	3 2%	3 1%	12 2%	8 2%	10 1%
Summary												
Top2Box - Agree	915 87%	121 82%	90 88%	63 89%	347 85%	221 88%	74 93%	131 85%	279 92%	505 85%	284 88%	631 86%
Low2Box -Disagree	139 13%	26 18%	12 12%	7 11%	59 15%	29 12%	6 7%	23 15%	25 8%	91 15%	40 12%	99 14%

(Computer software and mobile devices let small business owners make their own hours and do work when they're most productive) Thinking about what it is like to be a small business owner today, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
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		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Weighted	1054	219	118	62	470	136	49	147	288	619	285	769
	1054	147	101*	70*	406	250	80*	153	305	596	324	730
Computer software and mobile devices let small business owners make their own hours and do work when they're most productive												
Strongly agree	444 42%	58 40%	43 43%	25 36%	178 44%	96 39%	43 54%	71 46%	109 36%	263 44%	124 38%	320 44%
Somewhat agree	509 48%	67 46%	45 44%	42 59%	191 47%	130 52%	34 42%	67 44%	171 56%	270 45%	164 51%	344 47%
Somewhat disagree	89 8%	21 15%	12 12%	3 4%	29 7%	23 9%	1 2%	15 10%	21 7%	53 9%	31 9%	58 8%
Strongly disagree	13 1%	0 0	2 2%	1 1%	8 2%	0 -	2 2%	0 -	3 1%	9 2%	5 2%	8 1%
Summary												
Top2Box - Agree	952 90%	125 85%	88 87%	67 95%	369 91%	227 91%	77 96%	138 90%	281 92%	534 90%	288 89%	664 91%
Low2Box -Disagree	102 10%	22 15%	14 13%	4 5%	37 9%	23 9%	3 4%	15 10%	24 8%	62 10%	36 11%	66 9%

. (Today, more women, seniors and corporate executives are making a lifestyle choice and are starting up their own small business than ever before) Thinking about what it is like to be a small business owner today, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
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Base: All respondents	1054	219	118	62	470	136	49	147	288	619	285	769
Weighted	1054	147	101*	70*	406	250	80*	153	305	596	324	730
Today, more women, seniors and corporate executives are making a lifestyle choice and are starting up their own small business than ever before												
Strongly agree	367 35%	47 32%	31 31%	18 25%	148 37%	102 41%	21 27%	65 43%	114 37%	189 32%	110 34%	257 35%
Somewhat agree	598 57%	86 59%	62 61%	42 60%	225 55%	131 52%	52 65%	82 53%	165 54%	351 59%	175 54%	423 58%
Somewhat disagree	84 8%	13 9%	8 8%	9 12%	31 8%	18 7%	6 7%	5 3%	25 8%	54 9%	37 12%	47 6%
Strongly disagree	5 0	0 -	0 -	2 3%	2 0	0 -	2 2%	2 1%	1 0	2 0	1 0	4 1%
Summary												
Top2Box - Agree	965 92%	134 91%	93 92%	59 85%	373 92%	233 93%	73 91%	147 96%	278 91%	540 91%	285 88%	680 93%
Low2Box -Disagree	89 8%	13 9%	8 8%	11 15%	32 8%	18 7%	7 9%	6 4%	26 9%	56 9%	39 12%	50 7%

(For someone starting a small business I would recommend they have the right technology in place before they begin work) Thinking about what it is like to be a small business owner today, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

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Base: All respondents	1054	219	118	62	470	136	49	147	288	619	285	769
Weighted	1054	147	101*	70*	406	250	80*	153	305	596	324	730
For someone starting a small business I would recommend they have the right technology in place before they begin work												
Strongly agree	387 37%	56 38%	34 33%	20 28%	157 39%	86 34%	34 42%	60 39%	110 36%	217 36%	113 35%	274 38%
Somewhat agree	538 51%	67 45%	50 50%	44 63% A	206 51%	129 51%	42 53%	72 47%	162 53%	304 51%	163 50%	376 51%
Somewhat disagree	116 11%	22 15% D	17 17% D	4 6%	34 8%	34 14%	4 5%	21 13%	28 9%	67 11%	42 13%	73 10%
Strongly disagree	13 1%	1 1%	1 1%	2 2%	8 2%	1 1%	0 -	1 0	3 1%	9 2%	6 2%	7 1%
Summary												
Top2Box - Agree	925 88%	123 84%	84 83%	64 91%	364 90%	215 86%	76 95%	132 86%	273 90%	520 87%	276 85%	650 89%
Low2Box -Disagree	129 12%	24 16%	17 17%	6 9%	42 10%	35 14%	4 5%	21 14%	32 10%	76 13%	48 15%	80 11%

(Top2box Summary) ed1 Thinking about what it is like to be a small business owner today, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents Weighted	1054	219	118	62	470	136	49	147	288	619	285	769
	1054	147	101*	70*	406	250	80*	153	305	596	324	730
Today's small business owners must be more technologically-savvy than ever before	989	132	96	66	375	242	78	143	287	559	303	687
	94%	90%	95%	95%	92%	97% A	98%	93%	94%	94%	93%	94%
From what I may have seen or personally experienced, many people today are making a life-style decision to leave the corporate world and start their own small business	869	119	82	57	340	212	58	131	242	496	253	616
	82%	81%	81%	82%	84%	85%	73%	86%	79%	83%	78%	84%
Today's technology allows small business owners to compete with bigger corporations better than ever before	850	122	83	51	329	197	68	123	245	482	257	593
	81%	83%	82%	72%	81%	79%	85%	80%	80%	81%	79%	81%
Technology is like a silent partner that helps my business be more efficient, deliver optimum customer service and close more sales	933	126	92	58	352	234	70	129	272	532	280	653
	88%	86%	91%	82%	87%	94% ACD	88%	84%	89%	89%	87%	89%
Mobile technology gives today's small business owner the flexibility to balance business with pleasure	915	121	90	63	347	221	74	131	279	505	284	631
	87%	82%	88%	89%	85%	88%	93%	85%	92% I	85%	88%	86%
Computer software and mobile devices let small business owners make their own hours and do work when they're most productive	952	125	88	67	369	227	77	138	281	534	288	664
	90%	85%	87%	95%	91%	91%	96%	90%	92%	90%	89%	91%
Today, more women, seniors and corporate executives are making a lifestyle choice and are starting up their own small business than ever before	965	134	93	59	373	233	73	147	278	540	285	680
	92%	91%	92%	85%	92%	93%	91%	96%	91%	91%	88%	93% J
For someone starting a small business I would recommend they have the right technology in place before they begin work	925	123	84	64	364	215	76	132	273	520	276	650
	88%	84%	83%	91%	90%	86%	95%	86%	90%	87%	85%	89%

(Low2box Summary) ed1 Thinking about what it is like to be a small business owner today, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

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		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted												
	1054	219	118	62	470	136	49	147	288	619	285	769
	1054	147	101*	70*	406	250	80*	153	305	596	324	730
Today's small business owners must be more technologically-savvy than ever before												
	65	15	5	4	31	8	2	11	17	37	21	44
	6%	10% E	5%	5%	8%	3%	2%	7%	6%	6%	7%	6%
From what I may have seen or personally experienced, many people today are making a life-style decision to leave the corporate world and start their own small business												
	185	28	19	13	66	38	21	22	63	100	70	114
	18%	19%	19%	18%	16%	15%	27%	14%	21%	17%	22%	16%
Today's technology allows small business owners to compete with bigger corporations better than ever before												
	204	25	18	19	76	53	12	30	59	114	67	137
	19%	17%	18%	28%	19%	21%	15%	20%	20%	19%	21%	19%
Technology is like a silent partner that helps my business be more efficient, deliver optimum customer service and close more sales												
	121	20	9	13	53	16	10	24	33	64	44	78
	12%	14% E	9%	18% E	13% E	6%	12%	16%	11%	11%	13%	11%
Mobile technology gives today's small business owner the flexibility to balance business with pleasure												
	139	26	12	7	59	29	6	23	25	91	40	99
	13%	18%	12%	11%	15%	12%	7%	15%	8%	15% H	12%	14%
Computer software and mobile devices let small business owners make their own hours and do work when they're most productive												
	102	22	14	4	37	23	3	15	24	62	36	66
	10%	15%	13%	5%	9%	9%	4%	10%	8%	10%	11%	9%
Today, more women, seniors and corporate executives are making a lifestyle choice and are starting up their own small business than ever before												
	89	13	8	11	32	18	7	6	26	56	39	50
	8%	9%	8%	15%	8%	7%	9%	4%	9%	9%	12% K	7%
For someone starting a small business I would recommend they have the right technology in place before they begin work												
	129	24	17	6	42	35	4	21	32	76	48	80
	12%	16%	17%	9%	10%	14%	5%	14%	10%	13%	15%	11%

From your experience, which of the following would you say are the two most common reasons why many people choose to leave the corporate world and begin their own small business?

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	Total	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: Agree with the statement that that may people are deciding to leave the corporate world to start their business Weighted	873	178	99	50	391	115	40	125	243	505	226	647
	869	119	82*	57*	340	212	58*	131*	242	496	253	616
Sense of freedom/No more boss	625 72%	88 74%	59 72%	45 79%	243 71%	145 69%	44 76%	105 80% 	189 78% 	331 67%	177 70%	448 73%
	622 72%	95 79% BC	53 64%	35 60%	246 72%	150 71%	45 77%	88 67%	176 73%	358 72%	185 73%	437 71%
To achieve a better work/life balance	409 47%	66 55% E	41 49%	34 59% E	159 47%	85 40%	25 43%	70 53% H	97 40%	242 49%	164 65% K	245 40%
	397 46%	60 51%	34 41%	26 45%	153 45%	102 48%	22 38%	63 48%	117 48%	217 44%	100 40%	296 48%
Earn a living following my passion	297 34%	48 40%	22 27%	16 28%	103 30%	94 44% BDF	14 23%	47 36%	96 40% 	154 31%	77 30%	220 36%
	223 26%	32 27%	24 29%	17 29%	77 23%	63 30%	10 17%	22 17%	62 25%	139 28% G	74 29%	149 24%
Developed a new idea and work on projects that they want to	13 1%	2 1%	1 1%	0 -	10 3% E	0 -	0 -	0 -	2 1%	11 2%	4 2%	9 1%
	48 6%	7 6%	7 9%	1 1%	15 4%	13 6%	5 9%	5 4%	16 7%	28 6%	11 4%	37 6%
More money												
Downsizing/lost job												
Other												

You indicated earlier that you recommend to anyone starting their own small business that they have the right technology in place before they begin work. How will planning their technology investment help them gain a competitive advantage?

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		A	B	C	D	E	F	G	H	I	J	K
Base: Agree with statements 2 and 8 at ED1	782	157	83	46	356	101	39	112	220	450	202	580
Weighted	778	101	70*	54*	313	184*	57*	114*	221	443	224	555
Access to relevant and timely business information	584	81	50	40	233	135	44	77	166	340	170	414
	75%	80%	71%	75%	75%	74%	78%	68%	75%	77%	76%	75%
Promote the business	568	75	55	37	235	135	32	83	166	319	161	407
	73%	75% F	78% F	69%	75% F	73%	55%	73%	75%	72%	72%	73%
Help manage and win new customers	553	75	51	42	216	139	29	83	159	311	171	382
	71%	75% F	72%	79% F	69% F	76% F	51%	73%	72%	70%	77%	69%
Manage finances	532	73	45	38	213	120	42	85	156	292	146	386
	68%	73%	65%	71%	68%	65%	74%	74%	70%	66%	65%	70%
Develop impressive business materials	396	55	32	26	187	78	18	64	112	221	108	288
	51%	55% F	46%	49%	60% EF	42%	31%	56%	51%	50%	48%	52%
Help gain market share	240	39	16	13	89	67	16	37	66	138	73	167
	31%	39% BD	23%	24%	29%	36%	28%	32%	30%	31%	33%	30%
Improve time management (incl. work faster, more efficient)	15	2	1	1	4	7	0	1	3	11	2	13
	2%	2%	2%	2%	1%	4%	-	1%	1%	3%	1%	2%
Ability to perform globally	3	0	0	0	3	0	0	0	1	2	1	2
	0	-	-	-	1%	-	-	-	0	0	0	0
Other	32	4	1	2	14	9	3	3	11	18	6	26
	4%	4%	2%	3%	4%	5%	4%	3%	5%	4%	3%	5%
(Dk/Ns)	2	0	2	0	0	0	0	0	0	2	2	0
	0	-	3% DE	-	-	-	-	-	-	1%	1% K	-

Thinking about your own situation, how would you describe your business' level of technology - would you describe it as ...

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1054	219	118	62	470	136	49	147	288	619	285	769
Weighted	1054	147	101*	70*	406	250	80*	153	305	596	324	730
Taking the Plunge' - An integrated mix of desktops, laptops and mobile devices and server software that allow employees to share files, use the Internet, produce sophisticated client deliverables and manage customer relationships	241	29	19	16	99	59	19	30	53	157	64	177
	23%	20%	19%	23%	24%	24%	23%	20%	17%	26% H	20%	24%
Swimming Along' - A mix of desktops and laptops that work on a shared server, with the ability to use the internet for research and for marketing as well as word processing, spreadsheet and presentation software	333	40	38	14	136	87	18	45	97	191	109	224
	32%	27%	37%	21%	34%	35%	22%	29%	32%	32%	34%	31%
Getting Feet Wet' - Only use computers for running software such as word processing and spreadsheet programs and connecting to the Internet	481	78	45	40	170	104	44	78	155	248	151	329
	46%	53% DE	44%	57%	42%	42%	55%	51%	51% I	42%	47%	45%

If you had some money to spend on new software for your business, which of the following would you go out and buy today?

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* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents												
	1054	219	118	62	470	136	49	147	288	619	285	769
Weighted	1054	147	101*	70*	406	250	80*	153	305	596	324	730
Upgrading my productivity software (i.e. 2007 Microsoft Office System, Windows Vista)	396	56	34	24	159	98	26	71	101	224	107	290
	38%	38%	34%	34%	39%	39%	33%	46% H	33%	38%	33%	40%
Mobile devices and software that allows you access email, edit documents, and review spreadsheets while on the road	379	47	37	22	154	91	29	51	120	208	110	269
	36%	32%	36%	31%	38%	36%	36%	33%	39%	35%	34%	37%
Customer Relationship software (CRM) – that creates a central database of my customer information and sales leads	213	40	18	13	85	48	9	40	65	108	64	149
	20%	27% F	18%	19%	21%	19%	11%	26%	21%	18%	20%	20%
Server software that helps connect all of my PCs and allows my employees to share	77	9	4	4	29	28	2	16	19	42	17	60
	7%	6%	4%	5%	7%	11%	3%	11%	6%	7%	5%	8%
Upgrading hardware (i.e. new computer, laptop)	23	4	5	1	6	4	4	2	5	16	9	14
	2%	3%	4%	1%	1%	2%	5%	2%	2%	3%	3%	2%
Other	37	11	4	2	15	3	1	6	8	23	10	27
	4%	8% E	4%	2%	4%	1%	2%	4%	2%	4%	3%	4%
Nothing	255	31	29	22	91	54	28	33	70	153	83	173
	24%	21%	29%	32%	23%	22%	35%	22%	23%	26%	26%	24%

How many hours do you think you have saved in a day by using mobile technology to get your work done while on the road?

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* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1054	219	118	62	470	136	49	147	288	619	285	769
Weighted	1054	147	101*	70*	406	250	80*	153	305	596	324	730
30 minutes a day	576 55%	96 65% DE	58 58%	50 71% DE	201 49%	121 48%	50 63%	95 62%	162 53%	319 54%	178 55%	398 55%
1 hour a day	219 21%	26 17%	21 21%	8 12%	92 23%	57 23%	15 18%	23 15%	67 22%	129 22%	61 19%	157 22%
2 hours a day	150 14%	16 11%	18 17%	9 13%	65 16%	33 13%	9 11%	14 9%	41 13%	95 16%	55 17%	95 13%
3 hours a day	54 5%	5 3%	1 1%	2 3%	25 6%	18 7%	2 3%	12 8%	20 7%	22 4%	12 4%	42 6%
More than 3 hours a day	55 5%	4 3%	3 3%	1 2%	22 5%	20 8%	4 5%	9 6%	15 5%	31 5%	18 6%	37 5%

Thinking about your work schedule as a small business owner, which of the following things would you most like technology to help you do better?

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	Total	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: All respondents	1054	219	118	62	470	136	49	147	288	619	285	769
Weighted	1054	147	101*	70*	406	250	80*	153	305	596	324	730
Finish documents and/or presentations faster	407	63	43	23	156	95	27	73	112	222	132	275
	39%	43%	43%	33%	38%	38%	34%	48% I	37%	37%	41%	38%
Enable you to more easily produce professional looking documents and/or presentations	491	82	45	29	180	127	28	67	158	266	160	330
	47%	56% DF	44%	41%	44%	51%	35%	44%	52%	45%	50%	45%
Able to access information wirelessly	461	66	48	30	183	101	33	50	127	284	144	317
	44%	45%	47%	43%	45%	40%	41%	33%	42%	48% G	45%	43%
Allow you to be better organized and multi-task more easily	617	87	59	45	230	144	53	86	173	358	197	420
	59%	59%	58%	64%	57%	58%	66%	56%	57%	60%	61%	58%
Allow my business to better keep track of customer information/sales leads	424	72	38	33	175	85	21	64	139	221	152	272
	40%	49% EF	37%	47%	43% F	34%	26%	42%	46% I	37%	47% K	37%
Help communicate with customers in the office and on the road	400	57	44	23	164	92	19	49	122	229	130	269
	38%	39%	44%	33%	40%	37%	24%	32%	40%	38%	40%	37%
Greater flexibility and share files with colleagues in and out of the office	204	32	23	17	83	45	5	29	56	119	59	145
	19%	22% F	23% F	25% F	20% F	18%	6%	19%	18%	20%	18%	20%
Optimize financial management and reporting	397	56	36	28	141	103	34	54	125	218	121	276
	38%	38%	35%	39%	35%	41%	42%	35%	41%	37%	37%	38%
Help design and update compelling Web sites	363	61	25	19	131	105	22	58	108	197	94	269
	34%	42% BD	25%	27%	32%	42% BD	27%	38%	36%	33%	29%	37% J
Better manage security updates and spam	357	52	29	16	149	88	23	57	115	185	93	263
	34%	35%	28%	22%	37%	35%	29%	37%	38%	31%	29%	36%

Business owners have told us in the past that it's often hard to take a break from work. Thinking back, which of the following locations or situations do you remember having taken a business call or responded to a business email?

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	Total	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: All respondents	1054	219	118	62	470	136	49	147	288	619	285	769
Weighted	1054	147	101*	70*	406	250	80*	153	305	596	324	730
Sitting in traffic	601 57%	90 61% C	58 57%	30 42%	241 60% C	129 52%	52 65% C	53 35%	166 55% G	381 64% GH	200 62%	400 55%
Taking care of child	274 26%	41 28%	31 30%	21 30%	114 28%	50 20%	17 22%	31 20%	67 22%	177 30% H	179 55% K	96 13%
In the grocery store	423 40%	68 46%	42 42%	30 43%	162 40%	89 35%	32 41%	46 30%	132 43% G	246 41% G	142 44%	281 38%
While taking family to extracurricular activities	327 31%	52 35%	36 36%	22 32%	129 32%	67 27%	22 27%	27 18%	79 26%	221 37% GH	150 46% K	178 24%
At the cottage/vacation home	332 31%	33 23%	33 33%	22 32%	142 35% A	80 32%	21 26%	28 18%	81 27%	222 37% GH	101 31%	231 32%
On the golf course	128 12%	19 13%	15 15%	10 14%	45 11%	32 13%	7 9%	10 6%	16 5%	102 17% GH	38 12%	90 12%
In the washroom	252 24%	41 28% F	32 31% F	20 29% F	98 24% F	54 21%	7 9%	27 18%	75 24%	151 25%	85 26%	167 23%
In bed	364 35%	54 37%	35 35%	24 34%	152 38% E	66 26%	32 41%	46 30%	103 34%	215 36%	122 38%	243 33%
While having dinner/lunch with your spouse/significant other	524 50%	80 55%	47 46%	40 56%	199 49%	121 48%	37 47%	63 41%	160 53%	301 50%	161 50%	363 50%
None of the above	183 17%	28 19%	13 13%	18 26%	65 16%	46 18%	12 16%	45 30% HI	56 18%	82 14%	45 14%	138 19%