

Q9. Do you think the next six months would be a good time to grow/ expand your business?

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

* small base

	Total	Number of employees		Region					Annual Revenues		
		1	2-10	BC	Alb/ Man/ Sask	Ont	Que	Atl	<\$50K	\$50K- <\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	1145	803	342	190	213	442	232	68*	634	252	259
Yes	548 47.9%	380 47.3%	168 49.1%	87 45.8%	106 49.8%	230 52.0%	90 38.8%	35 51.5%	298 47.0%	119 47.2%	131 50.6%
No	597 52.1%	423 52.7%	174 50.9%	103 54.2%	107 50.2%	212 48.0%	142 61.2%	33 48.5%	336 53.0%	133 52.8%	128 49.4%

Q10. If you had the opportunity in the next year to double your sales, could you handle it?

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		A	B	C	D	E	F	G	H	I	J
Base: All respondents	1145	803	342	190	213	442	232	68*	634	252	259
Yes	868 75.8%	621 77.3%	247 72.2%	143 75.3%	154 72.3%	331 74.9%	187 80.6% D	53 77.9%	494 77.9% J	189 75.0%	185 71.4%
No	277 24.2%	182 22.7%	95 27.8%	47 24.7%	59 27.7% F	111 25.1%	45 19.4%	15 22.1%	140 22.1%	63 25.0%	74 28.6% H

Q13. What is your business doing to succeed in today's economic environment?

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

* small base

	Total	Number of employees		Region					Annual Revenues		
		1	2-10	BC	Alb/ Man/ Sask	Ont	Que	Atl	<\$50K	\$50K- <\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	1145	803	342	190	213	442	232	68*	634	252	259
Cutting back unnecessary expenses	596 52.1%	410 51.1%	186 54.4%	100 52.6%	104 48.8%	243 55.0%	108 46.6%	41 60.3%	308 48.6%	142 56.3%	146 56.4%
Providing extra value to customers to keep them loyal	543 47.4%	367 45.7%	176 51.5%	94 49.5%	101 47.4%	211 47.7%	107 46.1%	30 44.1%	282 44.5%	123 48.8%	138 53.3%
Finding ways to reduce energy/ fuel consumption	359 31.4%	236 29.4%	123 36.0%	63 33.2%	70 32.9%	147 33.3%	52 22.4%	27 39.7%	178 28.1%	90 35.7%	91 35.1%
Increasing my marketing efforts	309 27.0%	206 25.7%	103 30.1%	50 26.3%	55 25.8%	122 27.6%	63 27.2%	19 27.9%	171 27.0%	65 25.8%	73 28.2%
Seeking lower prices from suppliers	235 20.5%	148 18.4%	87 25.4%	37 19.5%	48 22.5%	83 18.8%	51 22.0%	16 23.5%	118 18.6%	55 21.8%	62 23.9%
Increasing the hours I work, my staff works	185 16.2%	119 14.8%	66 19.3%	32 16.8%	31 14.6%	66 14.9%	42 18.1%	14 20.6%	89 14.0%	47 18.7%	49 18.9%
Tightening terms for accounts receivable	148 12.9%	90 11.2%	58 17.0%	19 10.0%	26 12.2%	57 12.9%	33 14.2%	13 19.1%	63 9.9%	38 15.1%	47 18.1%
Seeking better terms of payment from suppliers	102 8.9%	54 6.7%	48 14.0%	19 10.0%	19 8.9%	40 9.0%	20 8.6%	4 5.9%	37 5.8%	25 9.9%	40 15.4%
Offering customers different terms of payment	95 8.3%	57 7.1%	38 11.1%	9 4.7%	13 6.1%	39 8.8%	29 12.5%	5 7.4%	54 8.5%	19 7.5%	22 8.5%
Renting/ leasing instead of purchasing	86 7.5%	47 5.9%	39 11.4%	11 5.8%	21 9.9%	33 7.5%	13 5.6%	8 11.8%	32 5.0%	23 9.1%	31 12.0%
Lowering prices for my products, services	81 7.1%	50 6.2%	31 9.1%	11 5.8%	9 4.2%	37 8.4%	19 8.2%	5 7.4%	48 7.6%	10 4.0%	23 8.9%
Decreasing the hours I work, my staff works	43 3.8%	29 3.6%	14 4.1%	11 5.8%	6 2.8%	19 4.3%	5 2.2%	2 2.9%	24 3.8%	10 4.0%	9 3.5%

Q13. What is your business doing to succeed in today's economic environment?

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		1	2-10	BC	Alb/ Man/ Sask	Ont	Que	Atl	<\$50K	\$50K- <\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J
Laying off staff	11 1.0%	1 0.1%	10 2.9%	2 1.1%	0 -	6 1.4%	1 0.4%	2 2.9%	1 0.2%	1 0.4%	9 3.5%
Other	89 7.8%	58 7.2%	31 9.1%	18 9.5%	27 12.7%	28 6.3%	12 5.2%	4 5.9%	47 7.4%	18 7.1%	24 9.3%
None	194 16.9%	156 19.4%	38 11.1%	31 16.3%	36 16.9%	77 17.4%	45 19.4%	5 7.4%	132 20.8%	33 13.1%	29 11.2%
		B				G	G		IJ		

Q14. Which of the following areas are you focusing on in 2008?

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		1	2-10	BC	Alb/ Man/ Sask	Ont	Que	Atl	<\$50K	\$50K- <\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	1145	803	342	190	213	442	232	68*	634	252	259
Customers - keeping the customers I have now, gaining new customers	581	411	170	88	97	223	138	35	321	130	130
	50.7%	51.2%	49.7%	46.3%	45.5%	50.5%	59.5% CDE	51.5%	50.6%	51.6%	50.2%
Optimization - ensuring my business is running as efficiently as possible	184	119	65	36	40	66	31	11	91	46	47
	16.1%	14.8%	19.0%	18.9%	18.8%	14.9%	13.4%	16.2%	14.4%	18.3%	18.1%
Technology - keeping up with the latest technology innovations	112	93	19	15	21	48	21	7	70	24	18
	9.8%	11.6% B	5.6%	7.9%	9.9%	10.9%	9.1%	10.3%	11.0%	9.5%	6.9%
Capital - ensuring I have enough working capital, managing my cash flow	109	68	41	21	21	47	11	9	52	30	27
	9.5%	8.5%	12.0%	11.1% F	9.9% F	10.6% F	4.7%	13.2% F	8.2%	11.9%	10.4%
Staff - keeping qualified staff, attracting qualified staff	29	2	27	8	12	4	4	1	2	2	25
	2.5%	0.2%	7.9% A	4.2% E	5.6% EF	0.9%	1.7%	1.5%	0.3%	0.8%	9.7% HI
Other	28	20	8	5	7	9	5	2	18	6	4
	2.4%	2.5%	2.3%	2.6%	3.3%	2.0%	2.2%	2.9%	2.8%	2.4%	1.5%
None	102	90	12	17	15	45	22	3	80	14	8
	8.9%	11.2% B	3.5%	8.9%	7.0%	10.2%	9.5%	4.4%	12.6% IJ	5.6%	3.1%

Q18. Thinking of the current environment as it relates to your business, how would you describe Canada's economy?

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		1	2-10	BC	Alb/ Man/ Sask	Ont	Que	Atl	<\$50K	\$50K- <\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	1145	803	342	190	213	442	232	68*	634	252	259
Stable	304 26.6%	213 26.5%	91 26.6%	58 30.5%	57 26.8%	104 23.5%	67 28.9%	18 26.5%	150 23.7%	78 31.0% H	76 29.3%
-Stable	304 26.6%	213 26.5%	91 26.6%	58 30.5%	57 26.8%	104 23.5%	67 28.9%	18 26.5%	150 23.7%	78 31.0% H	76 29.3%
Stable excluding positive and negative mentions	236 20.6%	170 21.2%	66 19.3%	47 24.7% E	46 21.6%	76 17.2%	54 23.3%	13 19.1%	112 17.7%	65 25.8% H	59 22.8%
-Stable	236 20.6%	170 21.2%	66 19.3%	47 24.7% E	46 21.6%	76 17.2%	54 23.3%	13 19.1%	112 17.7%	65 25.8% H	59 22.8%
Positive	414 36.2%	285 35.5%	129 37.7%	68 35.8%	108 50.7% CEFG	130 29.4%	83 35.8%	25 36.8%	235 37.1%	89 35.3%	90 34.7%
-Strong	99 8.6%	58 7.2%	41 12.0% A	13 6.8%	41 19.2% CEFG	27 6.1%	14 6.0%	4 5.9%	48 7.6%	24 9.5%	27 10.4%
-Growing	105 9.2%	75 9.3%	30 8.8%	25 13.2% EG	32 15.0% EFG	27 6.1%	19 8.2%	2 2.9%	64 10.1%	22 8.7%	19 7.3%
-Improving	92 8.0%	68 8.5%	24 7.0%	16 8.4%	23 10.8%	29 6.6%	15 6.5%	9 13.2%	59 9.3% J	20 7.9%	13 5.0%
-Full of opportunity	231 20.2%	158 19.7%	73 21.3%	38 20.0%	48 22.5%	77 17.4%	54 23.3%	14 20.6%	125 19.7%	52 20.6%	54 20.8%
Negative	528 46.1%	369 46.0%	159 46.5%	78 41.1% D	65 30.5%	252 57.0% CDF	102 44.0% D	31 45.6% D	301 47.5%	107 42.5%	120 46.3%
-Going through a rough patch	321 28.0%	225 28.0%	96 28.1%	47 24.7%	37 17.4%	157 35.5% CDF	60 25.9% D	20 29.4% D	178 28.1%	66 26.2%	77 29.7%
-Stagnating	99 8.6%	69 8.6%	30 8.8%	11 5.8%	15 7.0%	41 9.3%	24 10.3%	8 11.8%	58 9.1%	18 7.1%	23 8.9%
-Weak	49 4.3%	35 4.4%	14 4.1%	9 4.7% D	0 -	29 6.6% D	8 3.4% D	3 4.4% D	26 4.1%	12 4.8%	11 4.2%
-Worrisome	110 9.6%	70 8.7%	40 11.7%	20 10.5% F	14 6.6%	62 14.0% DF	10 4.3%	4 5.9%	54 8.5%	26 10.3%	30 11.6%
-Tough	37 3.2%	22 2.7%	15 4.4%	3 1.6%	4 1.9%	19 4.3%	11 4.7%	0 -	24 3.8%	5 2.0%	8 3.1%