

HP Small Business

Detailed tables

ARB3. Which of the following best describes how you typically make technology purchasing decisions?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

	Total	GENDER		AGE				EDUCATION			
		Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1000	588	412	49	215	523	213	51	194	521	234
Weighted	1000	576	424	53*	219	519	209	52*	184	530	234
Conducting internet research or reading online reviews	334	221	113	18	89	159	68	11	39	182	102
	33%	38% B	27%	34%	41% E	31%	33%	22%	21%	34% H	44% GHI
Looking for the best Price	183	91	92	12	34	103	34	10	48	92	34
	18%	16%	22% A	22%	16%	20%	16%	19%	26% IJ	17%	14%
Browsing retail stores	155	78	78	10	27	82	37	11	39	92	14
	16%	14%	18% A	18%	12%	16%	18%	20% J	21% J	17% J	6%
Working with your technology partner	131	82	49	5	26	66	34	9	18	62	43
	13%	14%	12%	9%	12%	13%	16%	17%	10%	12%	18% HI
Talking to a friend	91	44	48	6	20	50	15	6	19	47	20
	9%	8%	11%	11%	9%	10%	7%	11%	11%	9%	8%
Making impulse purchases	9	8	1	0	2	5	2	0	2	6	1
	1%	1%	0	-	1%	1%	1%	-	1%	1%	0
Other	95	53	42	3	20	54	19	6	19	50	20
	10%	9%	10%	5%	9%	10%	9%	12%	10%	9%	8%
(Dk/Ns)	2	0	2	0	2	0	0	0	0	0	2
	0	-	0	-	1%	-	-	-	-	-	1%

ARB4_1. (Fixed computer (desktop/workstation)) How critical are each of the following office technologies in terms of your ability to do business?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents Weighted											
	1000	588	412	49	215	523	213	51	194	521	234
	1000	576	424	53*	219	519	209	52*	184	530	234
Fixed computer (desktop/workstation)											
Very critical	545	321	224	19	109	310	107	29	94	289	133
	55%	56%	53%	36%	50%	60% CDF	51%	56%	51%	55%	57%
Somewhat critical	256	143	113	15	55	124	62	17	49	132	59
	26%	25%	27%	29%	25%	24%	30%	32%	27%	25%	25%
Not very critical	122	68	54	10	34	54	25	3	29	66	25
	12%	12%	13%	18%	15%	10%	12%	5%	16%	12%	11%
Not at all critical	75	44	31	9	19	32	15	4	12	43	16
	8%	8%	7%	16% E	9%	6%	7%	7%	7%	8%	7%
(Dk/Ns)	2	0	2	0	2	0	0	0	0	0	2
	0	-	0	-	1%	-	-	-	-	-	1%
Summary											
Top2Box - Very/ Somewhat critical	802	464	337	35	165	433	169	46	143	421	192
	80%	81%	80%	65%	75%	84% CD	81% C	87%	78%	79%	82%
Low2Box - Not very/ Not at all critical	197	112	85	18	53	86	40	7	41	109	40
	20%	19%	20%	35% EF	24% E	16%	19%	13%	22%	21%	17%

ARB4_2. (Mobile computer (laptop)) How critical are each of the following office technologies in terms of your ability to do business?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1000	588	412	49	215	523	213	51	194	521	234
Weighted	1000	576	424	53*	219	519	209	52*	184	530	234
Mobile computer (laptop)											
Very critical	258 26%	157 27%	102 24%	17 33%	76 35% EF	120 23%	45 22%	12 23%	35 19%	122 23%	89 38% GHI
Somewhat critical	218 22%	133 23%	85 20%	12 22%	43 20%	121 23%	43 20%	7 12%	39 21%	116 22%	56 24%
Not very critical	261 26%	155 27%	106 25%	13 24%	59 27%	132 25%	57 27%	13 25%	39 21%	162 31% HJ	46 20%
Not at all critical	261 26%	132 23%	130 31% A	11 21%	40 18%	146 28% D	64 31% D	21 40% IJ	70 38% IJ	129 24% J	41 18%
(Dk/Ns)	2 0	0 -	2 0	0 -	2 1%	0 -	0 -	0 -	0 -	0 -	2 1%
Summary											
Top2Box - Very/ Somewhat critical	476 48%	290 50%	186 44%	29 55%	119 54% F	241 46%	88 42%	18 35%	74 40%	238 45%	145 62% GHI
Low2Box - Not very/ Not at all critical	522 52%	286 50%	236 56%	24 45%	99 45%	278 54% D	121 58% D	34 65% J	109 60% J	292 55% J	87 37%

ARB4_3. (Handheld devices) How critical are each of the following office technologies in terms of your ability to do business?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1000	588	412	49	215	523	213	51	194	521	234
Weighted	1000	576	424	53*	219	519	209	52*	184	530	234
Handheld devices											
Very critical	133 13%	78 14%	55 13%	13 24% EF	37 17% F	62 12%	21 10%	6 11%	24 13%	75 14%	28 12%
Somewhat critical	172 17%	99 17%	73 17%	6 12%	42 19%	91 18%	32 15%	8 16%	35 19%	93 17%	36 16%
Not very critical	323 32%	200 35%	123 29%	13 24%	69 32%	172 33%	69 33%	17 32%	56 30%	174 33%	77 33%
Not at all critical	370 37%	198 34%	172 41%	21 40%	69 31%	193 37%	87 42% D	21 40%	69 38%	189 36%	91 39%
(Dk/Ns)	2 0	0 -	2 0	0 -	2 1%	0 -	0 -	0 -	0 -	0 -	2 1%
Summary											
Top2Box - Very/ Somewhat critical	305 31%	177 31%	128 30%	19 36%	79 36% F	154 30%	53 25%	14 27%	59 32%	168 32%	65 28%
Low2Box - Not very/ Not at all critical	693 69%	399 69%	295 70%	34 64%	138 63%	365 70%	156 75% D	38 73%	125 68%	362 68%	168 72%

HP Small Business

Detailed tables

ARB4_4. (Smart Phones) How critical are each of the following office technologies in terms of your ability to do business?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents Weighted											
	1000	588	412	49	215	523	213	51	194	521	234
	1000	576	424	53*	219	519	209	52*	184	530	234
Smart Phones											
Very critical	89	52	37	6	25	43	14	5	10	52	21
	9%	9%	9%	12%	12%	8%	7%	10%	6%	10%	9%
Somewhat critical	137	78	58	9	30	64	33	5	31	76	25
	14%	14%	14%	17%	14%	12%	16%	10%	17%	14%	11%
Not very critical	343	208	135	15	77	183	68	18	58	180	88
	34%	36%	32%	29%	35%	35%	33%	33%	32%	34%	37%
Not at all critical	430	237	192	22	85	229	93	24	85	222	99
	43%	41%	45%	42%	39%	44%	45%	46%	46%	42%	42%
(Dk/Ns)	2	0	2	0	2	0	0	0	0	0	2
	0	-	0	-	1%	-	-	-	-	-	1%
Summary											
Top2Box - Very/ Somewhat critical	226	131	95	15	56	107	48	11	41	128	46
	23%	23%	22%	29%	26%	21%	23%	21%	22%	24%	20%
Low2Box - Not very/ Not at all critical	773	446	327	38	162	412	162	41	143	402	187
	77%	77%	77%	71%	74%	79%	77%	79%	78%	76%	80%

HP Small Business

Detailed tables

ARB4_5. (Printers/Copier) How critical are each of the following office technologies in terms of your ability to do business?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents Weighted											
	1000	588	412	49	215	523	213	51	194	521	234
	1000	576	424	53*	219	519	209	52*	184	530	234
Printers/Copier											
Very critical	465	251	214	18	96	255	96	27	76	252	111
	47%	44%	51%	34%	44%	49%	46%	52%	41%	48%	47%
Somewhat critical	335	206	128	21	68	171	73	18	68	170	79
	33%	36%	30%	41%	31%	33%	35%	34%	37%	32%	34%
Not very critical	127	80	47	5	33	59	30	5	25	65	32
	13%	14%	11%	9%	15%	11%	14%	9%	14%	12%	14%
Not at all critical	72	38	33	9	20	34	10	3	15	43	11
	7%	7%	8%	16%	9%	7%	5%	5%	8%	8%	5%
(Dk/Ns)	2	0	2	0	2	0	0	0	0	0	2
	0	-	0	-	1%	-	-	-	-	-	1%
Summary											
Top2Box - Very/ Somewhat critical	800	458	342	40	165	426	169	45	143	422	190
	80%	79%	81%	75%	75%	82%	81%	86%	78%	80%	81%
Low2Box - Not very/ Not at all critical	198	118	80	13	53	93	40	8	40	108	43
	20%	21%	19%	25%	24%	18%	19%	14%	22%	20%	18%

ARB4_6. (Multifunction devices (All-in-one printer, copier, fax)) How critical are each of the following office technologies in terms of your ability to do business?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents Weighted											
	1000	588	412	49	215	523	213	51	194	521	234
	1000	576	424	53*	219	519	209	52*	184	530	234
Multifunction devices (All-in-one printer, copier, fax)											
Very critical	304	161	143	16	63	167	59	18	61	168	57
	30%	28%	34%	30%	29%	32%	28%	34%	33% J	32%	24%
Somewhat critical	314	174	140	14	64	168	69	16	60	166	71
	31%	30%	33%	26%	29%	32%	33%	31%	32%	31%	30%
Not very critical	230	153	76	9	60	112	49	12	40	117	60
	23%	27% B	18%	17%	27%	22%	24%	23%	22%	22%	26%
Not at all critical	150	88	62	15	31	72	33	6	22	78	44
	15%	15%	15%	28% DE	14%	14%	16%	12%	12%	15%	19%
(Dk/Ns)	2	0	2	0	2	0	0	0	0	0	2
	0	-	0	-	1%	-	-	-	-	-	1%
Summary											
Top2Box - Very/ Somewhat critical	618	334	284	29	127	335	127	34	121	334	129
	62%	58%	67% A	55%	58%	65%	61%	66%	66% J	63% J	55%
Low2Box - Not very/ Not at all critical	380	242	138	24	90	184	82	18	63	196	104
	38%	42% B	33%	45%	41%	35%	39%	34%	34%	37%	44% H

HP Small Business

Detailed tables

ARB5. Which of the following best describes the way you typically learn how to use new office technologies?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

	Total	GENDER		AGE				EDUCATION			
		Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1000	588	412	49	215	523	213	51	194	521	234
Weighted	1000	576	424	53*	219	519	209	52*	184	530	234
I figure it out myself by playing with the technology	340	210	130	24	96	164	55	17	51	183	89
	34%	36%	31%	46% F	44% EF	32%	26%	32%	28%	35%	38% H
I read the manual	295	177	118	10	64	151	71	14	67	150	64
	30%	31%	28%	19%	29%	29%	34%	26%	37% I	28%	28%
I ask someone for help (friend, relative)	201	82	119	6	30	119	47	15	41	105	41
	20%	14%	28% A	11%	14%	23% D	22% D	29%	22%	20%	17%
I read information from a vendor's Web site	66	44	22	2	13	36	15	1	8	38	19
	7%	8%	5%	4%	6%	7%	7%	2%	4%	7%	8%
I talk to a retailer	52	29	23	7	7	26	12	3	12	28	9
	5%	5%	6%	14% DE	3%	5%	6%	6%	7%	5%	4%
I talk to a computer reseller	45	35	10	4	8	23	11	3	5	26	11
	5%	6% B	2%	7%	4%	4%	5%	5%	3%	5%	5%
(Dk/Ns)	2	0	2	0	2	0	0	0	0	0	2
	0	-	0	-	1%	-	-	-	-	-	1%

ARB6_1. (Office technology has made people more productive) To what extent do you agree or disagree with the following statements:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents Weighted											
	1000	588	412	49	215	523	213	51	194	521	234
	1000	576	424	53*	219	519	209	52*	184	530	234
Office technology has made people more productive											
Strongly agree	234 23%	145 25%	89 21%	14 27%	54 24%	120 23%	46 22%	11 21%	34 19%	122 23%	67 28% H
Somewhat agree	505 50%	297 51%	208 49%	25 47%	97 44%	271 52%	112 54%	31 59%	92 50%	266 50%	116 50%
Somewhat disagree	222 22%	116 20%	106 25%	11 21%	58 27%	109 21%	43 21%	8 16%	47 26%	124 23%	43 18%
Strongly disagree	38 4%	19 3%	19 4%	2 4%	9 4%	19 4%	7 4%	2 4%	10 5%	18 3%	7 3%
(Dk/Ns)	2 0	0 -	2 0	0 -	2 1%	0 -	0 -	0 -	0 -	0 -	2 1%
Summary											
Top2Box - Agree	739 74%	441 77% B	297 70%	39 74%	150 69%	391 75%	158 76%	42 80%	127 69%	387 73%	183 78% H
Low2Box - Disagree	260 26%	135 23%	125 29% A	14 26%	67 31%	128 25%	51 24%	10 20%	57 31% J	143 27%	50 21%

ARB6_2. (Technology takes the human element out of work) To what extent do you agree or disagree with the following statements:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

	Total	GENDER		AGE				EDUCATION			
		Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents Weighted											
	1000	588	412	49	215	523	213	51	194	521	234
	1000	576	424	53*	219	519	209	52*	184	530	234
Technology takes the human element out of work											
Strongly agree	84	39	45	10	20	40	15	11	14	48	11
	8%	7%	11%	18%	9%	8%	7%	20%	8%	9%	5%
Somewhat agree	354	201	154	18	74	175	88	18	77	188	71
	35%	35%	36%	33%	34%	34%	42%	35%	42%	36%	30%
Somewhat disagree	401	241	160	16	89	220	77	17	76	210	99
	40%	42%	38%	30%	41%	42%	37%	32%	41%	40%	42%
Strongly disagree	159	95	63	10	35	85	29	7	17	83	52
	16%	17%	15%	19%	16%	16%	14%	13%	9%	16%	22%
(Dk/Ns)	2	0	2	0	2	0	0	0	0	0	2
	0	-	0	-	1%	-	-	-	-	-	1%
Summary											
Top2Box - Agree	438	240	198	27	93	215	103	29	91	236	82
	44%	42%	47%	51%	43%	41%	49%	55%	50%	45%	35%
Low2Box - Disagree	560	336	224	26	124	304	106	24	92	294	151
	56%	58%	53%	49%	57%	59%	51%	45%	50%	55%	64%
											GHI

ARB6_3. (I am comfortable using technology in my work) To what extent do you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents Weighted											
	1000	588	412	49	215	523	213	51	194	521	234
	1000	576	424	53*	219	519	209	52*	184	530	234
I am comfortable using technology in my work											
Strongly agree	471	288	182	30	120	235	85	21	54	267	128
	47%	50% B	43% B	57% F	55% EF	45% E	41% F	40% G	30% H	50% H	55% H
Somewhat agree	469	257	212	20	88	252	108	29	114	234	92
	47%	45% B	50% B	38% F	40% EF	49% E	52% D	55% G	62% IJ	44% H	39% H
Somewhat disagree	51	29	21	2	5	28	15	3	13	24	11
	5%	5% B	5% B	4% F	2% EF	5% E	7% D	5% G	7% H	5% H	5% H
Strongly disagree	8	2	6	0	4	3	1	0	2	5	2
	1%	0 A	1% B	- F	2% EF	1% E	1% D	- G	1% H	1% H	1% H
(Dk/Ns)	2	0	2	0	2	0	0	0	0	0	2
	0	- A	0 B	- F	1% EF	- E	- D	- G	- H	- H	1% H
Summary											
Top2Box - Agree	940	545	395	51	209	487	193	50	169	501	220
	94%	95% B	93% B	96% F	95% EF	94% E	92% D	95% G	92% H	95% H	94% H
Low2Box - Disagree	59	32	27	2	9	31	16	3	15	29	13
	6%	5% B	6% B	4% F	4% EF	6% E	8% D	5% G	8% H	5% H	5% H

ARB6_4. (I prefer getting information from a printed page rather than a computer/PDA screen) To what extent do you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

	Total	GENDER		AGE				EDUCATION			
		Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1000	588	412	49	215	523	213	51	194	521	234
Weighted	1000	576	424	53*	219	519	209	52*	184	530	234
I prefer getting information from a printed page rather than a computer/PDA screen											
Strongly agree	146 15%	79 14%	67 16%	7 13%	31 14%	78 15%	31 15%	9 18%	20 11%	76 14%	41 17%
Somewhat agree	395 40%	219 38%	176 41%	20 37%	82 38%	200 39%	93 44%	16 30%	79 43%	210 40%	91 39%
Somewhat disagree	357 36%	223 39%	134 32%	20 37%	79 36%	186 36%	72 35%	19 36%	69 37%	189 36%	81 35%
Strongly disagree	100 10%	55 10%	45 11%	7 13%	25 12%	55 11%	13 6%	9 16%	16 9%	55 10%	20 9%
(Dk/Ns)	2 0	0 -	2 0	0 -	2 1%	0 -	0 -	0 -	0 -	0 -	2 1%
Summary											
Top2Box - Agree	541 54%	298 52%	243 57%	27 50%	113 52%	278 54%	124 59%	25 48%	99 54%	286 54%	132 56%
Low2Box - Disagree	457 46%	278 48%	179 42%	26 50%	104 48%	241 46%	85 41%	27 52%	85 46%	244 46%	101 43%

HP Small Business

Detailed tables

ARB6_5. (Our company doesn't spend enough money on office technology) To what extent do you agree or disagree with the following statements:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

	Total	GENDER		AGE				EDUCATION			
		Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1000	588	412	49	215	523	213	51	194	521	234
Weighted	1000	576	424	53*	219	519	209	52*	184	530	234
Our company doesn't spend enough money on office technology											
Strongly agree	44 4%	26 5%	18 4%	6 11% EF	14 7%	19 4%	6 3%	2 5%	7 4%	26 5%	9 4%
Somewhat agree	228 23%	145 25% B	83 20%	10 19%	50 23%	111 21%	57 27%	10 19%	46 25%	116 22%	56 24%
Somewhat disagree	483 48%	275 48%	208 49%	22 41%	106 48%	264 51%	92 44%	26 50%	81 44%	253 48%	123 52%
Strongly disagree	243 24%	130 23%	113 27%	15 29%	47 22%	125 24%	55 26%	14 26%	49 27%	134 25%	46 20%
(Dk/Ns)	2 0	0 -	2 0	0 -	2 1%	0 -	0 -	0 -	0 -	0 -	2 1%
Summary											
Top2Box - Agree	272 27%	171 30%	101 24%	16 29%	65 29%	129 25%	63 30%	12 24%	54 29%	142 27%	64 27%
Low2Box - Disagree	726 73%	405 70%	321 76%	37 71%	153 70%	390 75%	146 70%	40 76%	130 71%	388 73%	169 72%

ARB6_6. (Office technology has decreased my workload) To what extent do you agree or disagree with the following statements:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents Weighted											
	1000	588	412	49	215	523	213	51	194	521	234
	1000	576	424	53*	219	519	209	52*	184	530	234
Office technology has decreased my workload											
Strongly agree	160	89	71	9	40	83	27	9	28	94	29
	16%	15%	17%	17%	18%	16%	13%	18%	15%	18%	12%
Somewhat agree	436	247	189	26	87	220	102	27	84	221	103
	44%	43%	45%	49%	40%	42%	49%	52%	46%	42%	44%
Somewhat disagree	292	177	114	9	62	157	65	12	52	154	74
	29%	31%	27%	16%	28%	30%	31%	22%	28%	29%	32%
Strongly disagree	111	63	48	10	28	58	15	4	20	60	27
	11%	11%	11%	18% F	13%	11%	7%	8%	11%	11%	11%
(Dk/Ns)	2	0	2	0	2	0	0	0	0	0	2
	0	-	0	-	1%	-	-	-	-	-	1%
Summary											
Top2Box - Agree	596	336	260	35	128	304	130	37	111	316	132
	60%	58%	61%	65%	58%	59%	62%	70%	61%	60%	56%
Low2Box - Disagree	403	240	162	18	90	215	80	16	72	214	101
	40%	42%	38%	35%	41%	41%	38%	30%	39%	40%	43%

HP Small Business

Detailed tables

ARB7_1. (Desktop PCs) Please rate the following technologies in terms of how much of a spending priority they are for your small business:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents Weighted											
	1000	588	412	49	215	523	213	51	194	521	234
	1000	576	424	53*	219	519	209	52*	184	530	234
Desktop PCs											
A large priority	423	236	187	14	83	243	84	21	77	233	93
	42%	41%	44%	27%	38%	47% CD	40%	40%	42%	44%	40%
Somewhat of a priority	332	192	140	16	69	170	77	20	68	166	78
	33%	33%	33%	30%	31%	33%	37%	38%	37%	31%	33%
Not much of a priority	138	90	49	11	36	62	29	6	23	74	36
	14%	16%	12%	20%	16%	12%	14%	11%	13%	14%	15%
Not a priority at all	105	59	46	12	30	43	20	6	16	57	26
	10%	10%	11%	23% EF	14% E	8%	9%	12%	8%	11%	11%
(Dk/Ns)	2	0	2	0	2	0	0	0	0	0	2
	0	-	0	-	1%	-	-	-	-	-	1%
Summary											
Top2Box - Large priority/ Somewhat of a priority	755	428	327	30	152	413	160	40	145	399	170
	76%	74%	77%	57%	69%	80% CD	77% C	77%	79%	75%	73%
Low2Box - Not much a priority/ Not a priority at all	243	148	95	23	66	106	49	12	39	130	62
	24%	26%	22%	43% EF	30% E	20%	23%	23%	21%	25%	27%

HP Small Business

Detailed tables

ARB7_2. (Laptop PCs) Please rate the following technologies in terms of how much of a spending priority they are for your small business:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1000	588	412	49	215	523	213	51	194	521	234
Weighted	1000	576	424	53*	219	519	209	52*	184	530	234
Laptop PCs											
A large priority	195 19%	112 19%	83 20%	11 20%	55 25% E	94 18%	36 17%	7 14%	29 16%	94 18%	65 28% HI
Somewhat of a priority	275 28%	175 30% B	100 24%	14 26%	57 26%	147 28%	58 28%	10 19%	39 21%	151 29%	75 32% H
Not much of a priority	253 25%	145 25%	108 25%	13 25%	53 24%	135 26%	51 24%	17 32%	47 25%	142 27%	47 20%
Not a priority at all	276 28%	145 25%	131 31%	16 29%	53 24%	143 28%	65 31%	18 35% J	69 38% IJ	143 27% J	46 20%
(Dk/Ns)	2 0	0 -	2 0	0 -	2 1%	0 -	0 -	0 -	0 -	0 -	2 1%
Summary											
Top2Box - Large priority/ Somewhat of a priority	470 47%	287 50%	183 43%	24 46%	111 51%	241 46%	94 45%	17 33%	68 37%	245 46% H	140 60% GHI
Low2Box - Not much a priority/ Not a priority at all	528 53%	289 50%	239 56%	29 54%	106 48%	278 54%	115 55%	35 67% J	116 63% IJ	284 54% J	93 40%

HP Small Business

Detailed tables

ARB7_3. (Handheld computer devices) Please rate the following technologies in terms of how much of a spending priority they are for your small business:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents Weighted											
	1000	588	412	49	215	523	213	51	194	521	234
	1000	576	424	53*	219	519	209	52*	184	530	234
Handheld computer devices											
A large priority	49	32	17	4	14	23	7	5	6	23	14
	5%	6%	4%	8%	6%	4%	4%	10%	3%	4%	6%
Somewhat of a priority	130	82	47	7	27	74	21	7	24	71	28
	13%	14%	11%	13%	13%	14%	10%	12%	13%	13%	12%
Not much of a priority	319	200	119	13	65	172	70	12	65	166	76
	32%	35% B	28%	24%	30%	33%	34%	24%	35%	31%	32%
Not a priority at all	501	262	239	29	111	250	110	28	89	269	114
	50%	45%	56% A	55%	51%	48%	53%	54%	49%	51%	49%
(Dk/Ns)	2	0	2	0	2	0	0	0	0	0	2
	0	-	0	-	1%	-	-	-	-	-	1%
Summary											
Top2Box - Large priority/ Somewhat of a priority	178	114	64	11	41	97	29	12	30	94	43
	18%	20%	15%	21%	19%	19%	14%	22%	16%	18%	18%
Low2Box - Not much a priority/ Not a priority at all	820	462	358	42	176	422	181	41	154	435	190
	82%	80%	85%	79%	80%	81%	86%	78%	84%	82%	81%

ARB7_4. (Smart Phones) Please rate the following technologies in terms of how much of a spending priority they are for your small business:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents Weighted											
	1000	588	412	49	215	523	213	51	194	521	234
	1000	576	424	53*	219	519	209	52*	184	530	234
Smart Phones											
A large priority	62	29	33	3	21	33	6	3	11	34	14
	6%	5%	8%	5%	9% F	6%	3%	6%	6%	6%	6%
Somewhat of a priority	129	82	47	8	26	62	33	4	21	72	32
	13%	14%	11%	15%	12%	12%	16%	7%	11%	14%	14%
Not much of a priority	302	201	102	18	64	155	65	17	60	155	70
	30%	35% B	24%	33%	29%	30%	31%	33%	33%	29%	30%
Not a priority at all	505	264	241	25	106	269	105	28	92	268	117
	50%	46%	57% A	47%	48%	52%	50%	54%	50%	51%	50%
(Dk/Ns)	2	0	2	0	2	0	0	0	0	0	2
	0	-	0	-	1%	-	-	-	-	-	1%
Summary											
Top2Box - Large priority/ Somewhat of a priority	191	111	80	11	47	95	39	7	32	107	46
	19%	19%	19%	20%	21%	18%	19%	13%	17%	20%	20%
Low2Box - Not much a priority/ Not a priority at all	807	465	342	42	170	424	170	45	152	423	187
	81%	81%	81%	80%	78%	82%	81%	87%	83%	80%	80%

HP Small Business

Detailed tables

ARB7_5. (Printers and Copiers) Please rate the following technologies in terms of how much of a spending priority they are for your small business:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents Weighted											
	1000	588	412	49	215	523	213	51	194	521	234
	1000	576	424	53*	219	519	209	52*	184	530	234
Printers and Copiers											
A large priority	365	195	170	7	64	207	88	21	68	197	80
	37%	34%	40%	13%	29% C	40% CD	42% CD	39%	37%	37%	34%
Somewhat of a priority	397	233	164	23	86	201	86	21	68	219	88
	40%	40%	39%	44%	39%	39%	41%	40%	37%	41%	38%
Not much of a priority	160	103	57	14	48	73	26	7	34	73	45
	16%	18%	13%	26% EF	22% EF	14%	12%	14%	19%	14%	19%
Not a priority at all	77	45	32	9	20	39	9	4	13	40	19
	8%	8%	7%	17% EF	9%	7%	4%	7%	7%	8%	8%
(Dk/Ns)	2	0	2	0	2	0	0	0	0	0	2
	0	-	0	-	1%	-	-	-	-	-	1%
Summary											
Top2Box - Large priority/ Somewhat of a priority	762	428	334	30	150	408	175	41	136	416	168
	76%	74%	79%	56%	68%	79% CD	83% CD	79%	74%	79% J	72%
Low2Box - Not much a priority/ Not a priority at all	237	148	89	23	68	111	35	11	47	114	65
	24%	26%	21%	44% EF	31% EF	21%	17%	21%	26%	21%	28%

HP Small Business

Detailed tables

ARB7_6. (Wireless internet) Please rate the following technologies in terms of how much of a spending priority they are for your small business:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents Weighted											
	1000	588	412	49	215	523	213	51	194	521	234
	1000	576	424	53*	219	519	209	52*	184	530	234
Wireless internet											
A large priority	293	165	128	13	54	166	60	18	52	138	85
	29%	29%	30%	25%	25%	32%	29%	34%	28%	26%	36% I
Somewhat of a priority	267	153	113	12	62	133	60	14	51	145	58
	27%	27%	27%	22%	28%	26%	29%	26%	28%	27%	25%
Not much of a priority	194	128	66	10	52	91	41	5	40	107	41
	19%	22% B	16%	19%	24%	18%	20%	10%	22%	20%	17%
Not a priority at all	245	130	114	18	50	129	48	15	41	140	49
	24%	23%	27%	34%	23%	25%	23%	30%	22%	26%	21%
(Dk/Ns)	2	0	2	0	2	0	0	0	0	0	2
	0	-	0	-	1%	-	-	-	-	-	1%
Summary											
Top2Box - Large priority/ Somewhat of a priority	560	318	242	25	116	299	120	31	103	283	143
	56%	55%	57%	47%	53%	58%	57%	60%	56%	53%	61%
Low2Box - Not much a priority/ Not a priority at all	439	258	180	28	102	220	89	21	81	247	90
	44%	45%	43%	53%	46%	42%	43%	40%	44%	47% J	38%

AR7. (Top2Box - Large priority/ Somewhat of a priority Summary) Please rate the following technologies in terms of how much of a spending priority they are for your small business:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

	Total	GENDER		AGE				EDUCATION			
		Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1000	588	412	49	215	523	213	51	194	521	234
Weighted	1000	576	424	53*	219	519	209	52*	184	530	234
Printers and Copiers	762 76%	428 74%	334 79%	30 56%	150 68%	408 79%	175 83%	41 79%	136 74%	416 79%	168 72%
Desktop PCs	755 76%	428 74%	327 77%	30 57%	152 69%	413 80%	160 77%	40 77%	145 79%	399 75%	170 73%
Wireless internet	560 56%	318 55%	242 57%	25 47%	116 53%	299 58%	120 57%	31 60%	103 56%	283 53%	143 61%
Laptop PCs	470 47%	287 50%	183 43%	24 46%	111 51%	241 46%	94 45%	17 33%	68 37%	245 46%	140 60%
Smart Phones	191 19%	111 19%	80 19%	11 20%	47 21%	95 18%	39 19%	7 13%	32 17%	107 20%	46 20%
Handheld computer devices	178 18%	114 20%	64 15%	11 21%	41 19%	97 19%	29 14%	12 22%	30 16%	94 18%	43 18%

HP Small Business

Detailed tables

AR7. (Low2Box - Not much a priority/ Not a priority at all Summary) Please rate the following technologies in terms of how much of a spending priority they are for your small business:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

	Total	GENDER		AGE				EDUCATION			
		Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1000	588	412	49	215	523	213	51	194	521	234
Weighted	1000	576	424	53*	219	519	209	52*	184	530	234
Handheld computer devices	820 82%	462 80%	358 85%	42 79%	176 80%	422 81%	181 86%	41 78%	154 84%	435 82%	190 81%
Smart Phones	807 81%	465 81%	342 81%	42 80%	170 78%	424 82%	170 81%	45 87%	152 83%	423 80%	187 80%
Laptop PCs	528 53%	289 50%	239 56%	29 54%	106 48%	278 54%	115 55%	35 67% J	116 63% IJ	284 54% J	93 40%
Wireless internet	439 44%	258 45%	180 43%	28 53%	102 46%	220 42%	89 43%	21 40%	81 44%	247 47% J	90 38%
Desktop PCs	243 24%	148 26%	95 22%	23 43% EF	66 30% E	106 20%	49 23%	12 23%	39 21%	130 25%	62 27%
Printers and Copiers	237 24%	148 26%	89 21%	23 44% EF	68 31% EF	111 21%	35 17%	11 21%	47 26%	114 21%	65 28%

HP Small Business

Detailed tables

ARB8_1. (Speed) When purchasing office technology, how important are each of the following features in your buying decision?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents Weighted											
	1000	588	412	49	215	523	213	51	194	521	234
	1000	576	424	53*	219	519	209	52*	184	530	234
Speed											
Very important	573	333	240	24	138	311	101	31	91	304	147
	57%	58%	57%	45%	63% CF	60% CF	48%	59%	50%	57%	63% H
Somewhat important	368	207	161	25	70	178	95	18	79	195	75
	37%	36%	38%	47% D	32%	34%	45% DE	35%	43% J	37%	32%
Not very important	36	22	13	1	6	18	10	2	6	22	5
	4%	4%	3%	2%	3%	4%	5%	3%	4%	4%	2%
Not at all important	22	14	8	3	4	12	4	2	7	8	5
	2%	2%	2%	6%	2%	2%	2%	3%	4%	1%	2%
(Dk/Ns)	2	0	2	0	2	0	0	0	0	0	2
	0	-	0	-	1%	-	-	-	-	-	1%
Summary											
Top2Box - Very/ Somewhat important	941	540	401	49	208	489	195	49	170	500	222
	94%	94%	95%	92%	95%	94%	93%	94%	93%	94%	95%
Low2Box - Not very/at all important	58	36	21	4	10	30	14	3	14	30	11
	6%	6%	5%	8%	4%	6%	7%	6%	7%	6%	5%

HP Small Business

Detailed tables

ARB8_2. (Energy Efficiency ('Green')) When purchasing office technology, how important are each of the following features in your buying decision?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1000	588	412	49	215	523	213	51	194	521	234
Weighted	1000	576	424	53*	219	519	209	52*	184	530	234
Energy Efficiency ('Green')											
Very important	251 25%	119 21%	132 31% A	18 34%	57 26%	128 25%	49 23%	21 40% HJ	38 21%	144 27%	48 21%
Somewhat important	497 50%	273 47%	225 53%	20 38%	118 54%	257 50%	102 49%	18 35%	104 57% G	256 48%	118 50%
Not very important	178 18%	128 22% B	50 12%	9 16%	32 15%	92 18%	45 22%	8 16%	27 15%	98 18%	45 19%
Not at all important	72 7%	57 10% B	15 4%	6 12%	11 5%	42 8%	13 6%	5 9%	15 8%	32 6%	21 9%
(Dk/Ns)	2 0	0 -	2 0	0 -	2 1%	0 -	0 -	0 -	0 -	0 -	2 1%
Summary											
Top2Box - Very/ Somewhat important	748 75%	391 68%	357 84% A	38 72%	174 80%	385 74%	151 72%	39 75%	142 77%	400 76%	167 71%
Low2Box - Not very/at all important	250 25%	185 32% B	65 15%	15 28%	43 20%	134 26%	58 28%	13 25%	42 23%	129 24%	66 28%

HP Small Business

Detailed tables

ARB8_3. (Footprint (Size of technology)) When purchasing office technology, how important are each of the following features in your buying decision?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

	Total	GENDER		AGE				EDUCATION			
		Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1000	588	412	49	215	523	213	51	194	521	234
Weighted	1000	576	424	53*	219	519	209	52*	184	530	234
Footprint (Size of technology)											
Very important	198 20%	98 17%	100 24% A	13 24%	47 21%	104 20%	35 17%	11 21%	29 16%	120 23%	38 16%
Somewhat important	496 50%	288 50%	208 49%	27 51%	110 50%	251 48%	107 51%	25 47%	91 50%	260 49%	119 51%
Not very important	232 23%	144 25%	88 21%	8 15%	48 22%	126 24%	49 23%	12 23%	44 24%	119 22%	57 24%
Not at all important	73 7%	46 8%	27 6%	5 10%	12 6%	37 7%	18 9%	4 8%	19 11% I	31 6%	18 8%
(Dk/Ns)	2 0	0 -	2 0	0 -	2 1%	0 -	0 -	0 -	0 -	0 -	2 1%
Summary											
Top2Box - Very/ Somewhat important	694 69%	386 67%	308 73%	40 75%	157 72%	355 68%	142 68%	36 69%	121 66%	380 72%	158 67%
Low2Box - Not very/at all important	305 30%	190 33%	114 27%	13 25%	60 28%	164 32%	67 32%	16 31%	63 34%	150 28%	75 32%

ARB8_4. (Mobility Features) When purchasing office technology, how important are each of the following features in your buying decision?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents Weighted											
	1000	588	412	49	215	523	213	51	194	521	234
	1000	576	424	53*	219	519	209	52*	184	530	234
Mobility Features											
Very important	187	102	86	16	38	91	42	13	26	108	40
	19%	18%	20%	30% E	17%	18%	20%	26%	14%	20%	17%
Somewhat important	376	220	156	19	92	191	73	12	74	190	100
	38%	38%	37%	37%	42%	37%	35%	23%	40% G	36%	43% G
Not very important	327	187	141	13	72	173	68	19	55	182	70
	33%	32%	33%	25%	33%	33%	33%	37%	30%	34%	30%
Not at all important	108	67	40	4	15	63	26	7	28	49	23
	11%	12%	9%	8%	7%	12% D	12%	14%	15% I	9%	10%
(Dk/Ns)	2	0	2	0	2	0	0	0	0	0	2
	0	-	0	-	1%	-	-	-	-	-	1%
Summary											
Top2Box - Very/ Somewhat important	564	322	241	35	130	283	115	26	100	298	140
	56%	56%	57%	67%	60%	54%	55%	49%	55%	56%	60%
Low2Box - Not very/at all important	435	254	181	18	87	236	94	27	83	232	93
	43%	44%	43%	33%	40%	46%	45%	51%	45%	44%	40%

ARB8_5. (Security Features) When purchasing office technology, how important are each of the following features in your buying decision?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents Weighted											
	1000	588	412	49	215	523	213	51	194	521	234
	1000	576	424	53*	219	519	209	52*	184	530	234
Security Features											
Very important	493	263	230	16	98	265	115	24	87	279	103
	49%	46%	54%	31%	45%	51%	55%	46%	47%	53%	44%
Somewhat important	382	229	153	28	92	192	69	22	74	190	96
	38%	40%	36%	54%	42%	37%	33%	43%	40%	36%	41%
Not very important	91	63	27	5	21	45	20	4	14	50	23
	9%	11%	6%	9%	10%	9%	10%	8%	8%	9%	10%
Not at all important	32	20	12	3	7	17	5	2	9	11	10
	3%	4%	3%	6%	3%	3%	3%	3%	5%	2%	4%
(Dk/Ns)	2	0	2	0	2	0	0	0	0	0	2
	0	-	0	-	1%	-	-	-	-	-	1%
Summary											
Top2Box - Very/ Somewhat important	875	492	383	45	190	457	184	47	161	469	199
	88%	85%	90%	85%	87%	88%	88%	89%	88%	89%	85%
Low2Box - Not very/at all important	123	84	39	8	28	62	26	6	23	61	34
	12%	15%	9%	15%	13%	12%	12%	11%	12%	11%	14%

HP Small Business

Detailed tables

ARB8_6. (Brand) When purchasing office technology, how important are each of the following features in your buying decision?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents Weighted											
	1000	588	412	49	215	523	213	51	194	521	234
	1000	576	424	53*	219	519	209	52*	184	530	234
Brand											
Very important	131	71	60	9	28	67	27	15	27	64	24
	13%	12%	14%	17%	13%	13%	13%	29% HIJ	15%	12%	10%
Somewhat important	465	267	199	20	96	243	106	20	84	257	105
	47%	46%	47%	38%	44%	47%	51%	38%	46%	48%	45%
Not very important	302	182	119	15	72	160	54	13	59	156	73
	30%	32%	28%	29%	33%	31%	26%	26%	32%	29%	31%
Not at all important	101	57	44	8	22	50	21	4	14	53	31
	10%	10%	10%	16%	10%	10%	10%	7%	7%	10%	13%
(Dk/Ns)	2	0	2	0	2	0	0	0	0	0	2
	0	-	0	-	1%	-	-	-	-	-	1%
Summary											
Top2Box - Very/ Somewhat important	596	338	259	29	124	309	134	35	111	321	129
	60%	59%	61%	55%	57%	60%	64%	68%	60%	61%	55%
Low2Box - Not very/at all important	402	239	163	24	94	209	75	17	73	209	104
	40%	41%	39%	45%	43%	40%	36%	32%	40%	39%	44%

ARB9. Listed below are a number of ways businesses can use the Internet to grow their business. Which, if any, of the following apply to you?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

	Total	GENDER		AGE				EDUCATION			
		Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1000	588	412	49	215	523	213	51	194	521	234
Weighted	1000	576	424	53*	219	519	209	52*	184	530	234
I use the internet to research new products before making a purchase	635	397	238	31	145	325	134	33	92	340	171
	64%	69% B	56%	59%	66%	63%	64%	62%	50%	64% H	73% HI
I use the internet to keep up on current trends and events that may affect my company	576	368	208	28	136	294	118	27	71	322	156
	58%	64% B	49%	52%	62%	57%	56%	51%	38%	61% H	67% GH
My company has an external website which highlights information about my company and our offerings	309	183	126	17	77	158	57	12	46	163	89
	31%	32%	30%	33%	35%	30%	27%	22%	25%	31%	38% GH
I use the Internet to find online marketing tools that help me develop my own marketing collateral	302	185	117	18	86	145	53	11	45	167	79
	30%	32%	28%	33%	39% EF	28%	25%	21%	25%	32%	34%
My business has an e-commerce site (we sell over the internet)	126	69	57	9	27	69	22	9	21	60	35
	13%	12%	13%	16%	12%	13%	10%	18%	12%	11%	15%
None of these	79	35	44	2	15	46	15	3	22	44	9
	8%	6%	10% A	4%	7%	9%	7%	7%	12% J	8% J	4%
The internet doesn't play a role in my business	128	60	68	7	22	73	26	4	46	60	19
	13%	10%	16% A	14%	10%	14%	12%	9%	25% GIJ	11%	8%
(Dk/Ns)	2	0	2	0	2	0	0	0	0	0	2
	0	-	0	-	1%	-	-	-	-	-	1%

HP Small Business

Detailed tables

ARC2. How do you plan to divide your small business's computing budget between mobile and desktop computers?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

	Total	GENDER		AGE				EDUCATION			
		Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1000	588	412	49	215	523	213	51	194	521	234
Weighted	1000	576	424	53*	219	519	209	52*	184	530	234
Mostly desktop	451 45%	283 49%	168 40%	17 32%	80 36%	253 49%	102 49%	23 44%	78 42%	245 46%	105 45%
Mostly mobile	127 13%	78 14%	48 11%	17 32% DEF	39 18% EF	54 10%	17 8%	3 5%	10 6%	66 12% H	48 21% GHI
Approximately an even split between desktop and mobile	147 15%	89 15%	58 14%	5 9%	30 13%	86 17%	27 13%	4 8%	28 15%	76 14%	39 17%
I don't have a computing budget	275 27%	125 22%	149 35% A	14 27%	71 32% E	127 24%	63 30%	23 43% IJ	68 37% IJ	143 27% J	42 18%

HP Small Business

Detailed tables

ARC3. How confident are you that you are using the right computer for your business (i.e. Laptop, Desktop, and workstation)

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

	Total	GENDER		AGE				EDUCATION			
		Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1000	588	412	49	215	523	213	51	194	521	234
Weighted	1000	576	424	53*	219	519	209	52*	184	530	234
Very Confident	630 63%	365 63%	264 62%	33 63%	132 61%	337 65%	127 61%	36 68%	110 60%	337 64%	147 63%
Somewhat Confident	342 34%	191 33%	151 36%	17 31%	80 36%	170 33%	76 36%	14 26%	68 37%	179 34%	81 35%
Not very confident	20 2%	13 2%	7 2%	2 3%	5 2%	10 2%	3 1%	2 4%	4 2%	8 2%	5 2%
Not at all Confident	9 1%	8 1%	2 0	2 3%	2 1%	3 1%	3 2%	1 2%	2 1%	6 1%	1 0
Summary											
Top2Box - Very/ Somewhat Confident	971 97%	556 96%	415 98%	50 94%	212 97%	506 98%	203 97%	49 94%	178 97%	516 97%	229 98%
Low2Box - Not very/at all Confident	29 3%	20 4%	8 2%	3 6%	7 3%	13 2%	6 3%	3 6%	6 3%	14 3%	6 2%

ARD1. When it comes to using printers for your business, which of the following would you say comes closest to your perspective?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

	Total	GENDER		AGE				EDUCATION			
		Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1000	588	412	49	215	523	213	51	194	521	234
Weighted	1000	576	424	53*	219	519	209	52*	184	530	234
Having my own printer for my business helps me develop materials that create a professional impression for my customers/clients and business partners	112	65	46	6	25	65	15	5	19	67	21
	11%	11%	11%	12%	11%	13%	7%	9%	10%	13%	9%
Having my own printer for my business allows me to print what I need when I need it	623	342	281	29	138	314	143	25	119	332	148
	62%	59%	66% A	54%	63%	60%	68%	48%	65% G	63% G	63% G
Having my own printer for my business allows me to control the quality of the documents I need to print	94	58	35	7	15	55	17	12	11	47	25
	9%	10%	8%	13%	7%	11%	8%	22% HIJ	6%	9%	11%
Having my own printer for my business is more cost-effective than outsourcing to another company	91	59	32	3	19	50	19	5	20	46	20
	9%	10%	7%	6%	9%	10%	9%	10%	11%	9%	8%
It's not essential for my to have my own printer for my business because it's easier to send my print jobs to a third-party provider or retailer	25	16	10	3	6	13	3	1	2	16	6
	3%	3%	2%	7% F	3%	2%	1%	2%	1%	3%	3%
It's not important for me to have the ability to print	54	35	19	4	16	23	12	5	13	22	14
	5%	6%	5%	8%	7%	4%	6%	9%	7%	4%	6%

ARD2. And thinking about why you may use a printer, which, if any, of the following statements best describe your needs?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

	Total	GENDER		AGE				EDUCATION			
		Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1000	588	412	49	215	523	213	51	194	521	234
Weighted	1000	576	424	53*	219	519	209	52*	184	530	234
I print materials (documents, presentations, emails) for my business because I prefer to review paper copies	254	157	97	13	42	133	66	12	34	134	74
	25%	27%	23%	25%	19%	26%	31% D	23%	18%	25%	32% H
I print materials as a way to share information with my colleagues/employees/customers	339	188	151	18	83	179	59	12	53	185	89
	34%	33%	36%	33%	38% F	34%	28%	22%	29%	35%	38% G
I print because my customers/partners prefer to receive hard copies of materials (invoices, marketing collateral etc)	371	226	146	19	88	204	61	14	54	200	103
	37%	39%	34%	37%	40% F	39% F	29%	26%	29%	38% H	44% GH
I print because I have to store/maintain hard copies of records/documents for regulatory reasons	421	231	190	19	76	229	97	31	75	222	95
	42%	40%	45%	37%	35%	44% D	46% D	58% HIJ	41%	42%	40%
I don't tend to print much for my business	162	94	67	6	43	84	28	11	38	80	33
	16%	16%	16%	11%	20%	16%	13%	22%	21%	15%	14%
I don't print as I prefer to review materials online and work online	19	13	6	2	6	6	5	1	3	10	5
	2%	2%	2%	3%	3%	1%	3%	2%	2%	2%	2%

ARD3_1. (Articles/Reports) How often do you print each of the following for your business?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1000	588	412	49	215	523	213	51	194	521	234
Weighted	1000	576	424	53*	219	519	209	52*	184	530	234
Articles/Reports											
About a few times a day	44 4%	26 5%	18 4%	2 4%	11 5%	22 4%	10 5%	2 3%	8 4%	24 5%	11 5%
About once a day	60 6%	42 7%	18 4%	6 11%	10 5%	28 5%	16 8%	5 9%	6 3%	32 6%	17 7%
About several times a week	189 19%	124 22% B	65 15%	6 12%	35 16%	107 21%	41 19%	11 21%	35 19%	101 19%	43 18%
About once a month	241 24%	131 23%	110 26%	12 22%	48 22%	128 25%	52 25%	16 31%	35 19%	129 24%	59 25%
Rarely	318 32%	183 32%	135 32%	9 17%	76 35% C	159 31% C	74 35% C	10 19%	60 33%	173 33% G	74 32%
Never	148 15%	70 12%	78 18% A	18 34% DEF	39 18% F	75 14% F	17 8%	9 17%	39 21% IJ	70 13%	30 13%

ARD3_2. (Marketing collateral (sourced from free templates available online)) How often do you print each of the following for your business?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents Weighted											
	1000	588	412	49	215	523	213	51	194	521	234
	1000	576	424	53*	219	519	209	52*	184	530	234
Marketing collateral (sourced from free templates available online)											
About a few times a day	22	11	11	2	5	14	1	1	4	12	5
	2%	2%	3%	4% F	2%	3%	0	2%	2%	2%	2%
About once a day	29	16	12	6	4	10	8	4	3	19	2
	3%	3%	3%	11% DEF	2%	2%	4%	8% HJ	2%	4%	1%
About several times a week	79	48	32	4	22	36	18	5	9	47	18
	8%	8%	7%	7%	10%	7%	9%	10%	5%	9%	8%
About once a month	130	82	48	6	26	74	24	2	25	65	38
	13%	14%	11%	12%	12%	14%	11%	5%	14%	12%	16% G
Rarely	394	246	147	14	80	204	95	15	66	215	98
	39%	43% B	35%	27%	37%	39%	45% C	29%	36%	41%	42%
Never	346	173	173	21	82	180	63	24	77	172	73
	35%	30%	41% A	39%	37%	35%	30%	47% IJ	42% IJ	32%	31%

HP Small Business

Detailed tables

ARD3_3. (Emails) How often do you print each of the following for your business?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1000	588	412	49	215	523	213	51	194	521	234
Weighted	1000	576	424	53*	219	519	209	52*	184	530	234
Emails											
About a few times a day	132 13%	85 15%	47 11%	6 11%	24 11%	66 13%	36 17%	7 13%	22 12%	64 12%	40 17%
About once a day	81 8%	53 9%	27 6%	5 9%	8 4%	42 8% D	26 12% D	3 7%	12 7%	41 8%	24 10%
About several times a week	216 22%	130 23%	86 20%	8 14%	32 15%	123 24% D	54 26% D	11 21%	47 25%	110 21%	48 21%
About once a month	143 14%	79 14%	64 15%	5 10%	30 14%	73 14%	35 17%	9 17%	25 14%	78 15%	31 13%
Rarely	314 31%	170 30%	143 34%	19 36%	87 40% EF	159 31% F	48 23%	12 23%	52 28%	179 34%	70 30%
Never	114 11%	58 10%	56 13%	11 20% F	37 17% EF	56 11% F	11 5%	10 20% J	25 14%	58 11%	21 9%

ARD3_4. (Presentations) How often do you print each of the following for your business?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

		GENDER		AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1000	588	412	49	215	523	213	51	194	521	234
Weighted	1000	576	424	53*	219	519	209	52*	184	530	234
Presentations											
About a few times a day	29 3%	16 3%	14 3%	5 9% EF	7 3%	15 3%	3 1%	5 9% IJ	5 3%	15 3%	4 2%
About once a day	32 3%	24 4%	9 2%	5 9% DE	5 2%	13 2%	10 5%	1 2%	2 1%	20 4%	10 4% H
About several times a week	109 11%	63 11%	46 11%	6 11%	16 7%	62 12%	25 12%	3 7%	12 7%	61 12%	32 14% H
About once a month	198 20%	131 23% B	67 16%	4 7%	47 22% C	107 21% C	39 19%	9 16%	26 14%	101 19%	62 26% HI
Rarely	367 37%	215 37%	151 36%	14 26%	76 35%	192 37%	85 40%	11 22%	70 38% G	206 39% G	80 34%
Never	265 26%	128 22%	137 32% A	20 38% F	67 31%	130 25%	47 23%	23 44% IJ	69 38% IJ	127 24%	46 20%

HP Small Business

Detailed tables

ARD3_5. (Information from Web sites) How often do you print each of the following for your business?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base

	Total	GENDER		AGE				EDUCATION			
		Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1000	588	412	49	215	523	213	51	194	521	234
Weighted	1000	576	424	53*	219	519	209	52*	184	530	234
Information from Web sites											
About a few times a day	49 5%	30 5%	18 4%	2 5%	11 5%	28 5%	7 3%	2 4%	8 5%	28 5%	10 4%
About once a day	66 7%	51 9%	15 4%	7 13%	9 4%	36 7%	14 7%	4 8%	9 5%	39 7%	14 6%
About several times a week	228 23%	132 23%	96 23%	11 21%	43 20%	122 24%	51 25%	14 27%	34 19%	124 23%	56 24%
About once a month	232 23%	141 24%	91 22%	6 11%	44 20%	120 23%	63 30%	9 18%	40 22%	127 24%	55 24%
Rarely	301 30%	171 30%	130 31%	11 21%	79 36%	150 29%	60 29%	14 27%	56 30%	154 29%	77 33%
Never	124 12%	52 9%	73 17%	16 29%	32 15%	63 12%	14 6%	8 16%	36 19%	57 11%	23 10%

HP Small Business

Detailed tables

ARD3_8. (Invoices) How often do you print each of the following for your business?

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	GENDER			AGE				EDUCATION			
	Total	Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: Print Invoices	76	36	40	3	20	42	11	2	22	39	13
Weighted	75*	35*	40*	3**	21**	41*	10**	2**	20**	40*	13**
Invoices											
About a few times a day	17 23%	3 10%	14 35% A	1 28%	5 24%	11 26%	1 10%	0 -	5 25%	11 27%	2 13%
About once a day	6 8%	3 9%	3 7%	0 -	0 -	5 12%	1 10%	0 -	4 19%	2 5%	0 -
About several times a week	24 32%	17 47% B	7 18%	2 44%	9 42%	7 18%	6 62%	2 100%	5 25%	11 27%	6 46%
About once a month	19 26%	11 30%	9 22%	1 28%	4 21%	12 30%	2 18%	0 -	5 24%	11 28%	3 26%
Rarely	3 3%	0 -	3 7%	0 -	0 -	3 6%	0 -	0 -	1 4%	1 2%	1 6%
Never	6 8%	2 4%	4 11%	0 -	3 13%	3 7%	0 -	0 -	1 3%	4 10%	1 9%

ARD3_15. (Miscellaneous / anything / whatever) How often do you print each of the following for your business?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	GENDER		AGE				EDUCATION			
		Male	Female	Under 30	30-42	43-61	62 plus	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: Print Miscellaneous / anything / whatever	15	9	6	0	3	11	1	1	0	9	5
Weighted	15*	9**	6**	-**	3**	11**	1**	1**	-**	9**	5**
Miscellaneous / anything / whatever											
About once a month	1 6%	1 11%	0 -	0 -	0 -	1 9%	0 -	0 -	0 -	1 11%	0 -
Rarely	3 19%	2 22%	1 16%	0 -	0 -	3 26%	0 -	0 -	0 -	1 11%	2 36%
Never	11 74%	6 67%	5 84%	0 -	3 100%	7 66%	1 100%	1 100%	0 -	7 78%	3 64%