

S1. Do you own or operate a business?

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

	Total	BUSINESS SIZE		ATTITUDE			
		2 - 5	6+	Unfazed and Upbeat	Wary and Cautious	Pessimistic	Worried
		A	B	C	D	E	F
Base: All respondents	404	282	122	83	260	27	34
Weighted	404	280	124	80*	261	27**	36*
Yes	404	280	124	80	261	27	36
	100%	100%	100%	100%	100%	100%	100%

S2. How many people, including yourself, work in your small business?

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	Total	BUSINESS SIZE		ATTITUDE			
		2 - 5	6+	Unfazed and Upbeat	Wary and Cautious	Pessimistic	Worried
		A	B	C	D	E	F
Base: All respondents	404	282	122	83	260	27	34
Weighted	404	280	124	80*	261	27**	36*
2	151 37%	151 54% B	0 -	34 43%	90 35%	10 39%	16 44%
3	63 16%	63 22% B	0 -	10 13%	40 15%	5 18%	8 23%
4	42 10%	42 15% B	0 -	6 7%	25 10%	5 20%	5 15%
5	24 6%	24 9% B	0 -	7 9%	14 6%	2 7%	1 2%
6	16 4%	0 -	16 13% A	7 8%	9 4%	0 -	0 -
7	7 2%	0 -	7 6% A	0 -	6 2%	1 3%	0 -
8	5 1%	0 -	5 4% A	0 -	5 2%	0 -	0 -
9	6 1%	0 -	6 5% A	3 4%	2 1%	1 3%	0 -
10	13 3%	0 -	13 11% A	5 6%	9 3%	0 -	0 -
11-20	39 10%	0 -	39 31% A	4 6%	31 12%	0 -	4 10%
21-50	20 5%	0 -	20 16% A	1 1%	15 6%	1 4%	3 7%
More than 50	18 4%	0 -	18 15% A	3 3%	14 5%	2 7%	0 -

1. There has been a lot of talk about the economy recently and we'd like to know how you, as a business owner and operator, are feeling about things. Which of the following best describes how you feel about the current state of the economy as it specifically relates to how you are conducting your business?

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	Total	BUSINESS SIZE		ATTITUDE			
		2 - 5	6+	Unfazed and Upbeat	Wary and Cautious	Pessimistic	Worried
		A	B	C	D	E	F
Base: All respondents	404	282	122	83	260	27	34
Weighted	404	280	124	80*	261	27**	36*
I'm wary and cautious about the current economic situation and how it may impact my business	261	170	92	0	261	0	0
	65%	61%	74% A	-	100% CF	-	-
I'm unfazed and upbeat and not concerned about the impact of the current economic situation on my business	80	58	22	80	0	0	0
	20%	21%	18%	100% DF	-	-	-
The current economic situation has me worried about the short-term viability of my business	36	30	6	0	0	0	36
	9%	11%	5%	-	-	-	100% CD
The current economic situation is making me feel pessimistic about the future of my business	27	23	4	0	0	27	0
	7%	8%	4%	-	-	100%	-

## 2. Based on what you know about your customers and industry, has the current economic situation impacted your business?

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	Total	BUSINESS SIZE		ATTITUDE			
		2 - 5	6+	Unfazed and Upbeat	Wary and Cautious	Pessimistic	Worried
		A	B	C	D	E	F
Base: All respondents	404	282	122	83	260	27	34
Weighted	404	280	124	80*	261	27**	36*
Yes, very negative impact	32 8%	23 8%	9 7%	1 1%	9 3%	8 29%	14 39% CD
Yes, somewhat negative impact	134 33%	80 28%	54 44% A	9 11%	98 37% C	15 55%	12 34% C
Yes, somewhat positive impact	12 3%	8 3%	4 3%	4 5%	8 3%	0 -	0 -
Yes, very positive impact	4 1%	2 1%	3 2%	2 2%	3 1%	0 -	0 -
No, no real impact at all	121 30%	89 32%	32 26%	59 74% DF	61 23% F	0 -	2 5%
No, but I anticipate it will impact in the near-term	101 25%	78 28%	23 18%	5 6%	84 32% C	4 16%	8 22% C
Summary							
Top2Box (Negative)	165 41%	103 37%	63 50% A	10 12%	106 41% C	23 84%	27 74% CD
Low2Box (Positive)	16 4%	10 4%	6 5%	6 8%	10 4%	0 -	0 -

3. In light of the current economic situation, are you planning to do things differently with your business, or will you stay the course with few changes going forward?

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	Total	BUSINESS SIZE		ATTITUDE			
		2 - 5	6+	Unfazed and Upbeat	Wary and Cautious	Pessimistic	Worried
		A	B	C	D	E	F
Base: All respondents	404	282	122	83	260	27	34
Weighted	404	280	124	80*	261	27**	36*
Stay the Course	313 77%	223 80%	90 73%	73 92% DF	201 77% F	17 64%	21 58%
Do things differently	91 23%	57 20%	34 27%	6 8%	60 23% C	10 36%	15 42% CD

## 4. And what do you plan on doing differently?

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

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	BUSINESS SIZE			ATTITUDE			
	Total	2 - 5	6+	Unfazed and Upbeat	Wary and Cautious	Pessimistic	Worried
		A	B	C	D	E	F
Base: Would do things differently	90	58	32	7	61	9	13
Weighted	91*	57*	34**	6**	60*	10**	15**
Cut back on expenses	62 68%	38 66%	24 71%	2 40%	42 69%	6 65%	12 77%
Pay down debt	26 28%	19 33%	7 20%	1 13%	17 28%	2 19%	6 41%
Pay myself less	18 20%	12 22%	6 18%	1 12%	7 12%	5 52%	5 36%
Cut back on marketing spend	16 18%	9 15%	8 23%	1 15%	7 12%	4 39%	5 30%
Diversify	16 18%	9 15%	8 23%	1 15%	12 20%	3 26%	1 5%
Expand aggressively	14 15%	7 13%	6 19%	1 15%	12 19%	0 -	1 6%
Increase marketing spend	10 11%	5 9%	5 14%	1 15%	9 15%	0 -	0 -
Lay off people	10 11%	6 11%	3 10%	0 -	4 6%	1 10%	5 35%
Get my financial institution to extend my line of credit or loans	5 6%	3 4%	3 7%	0 -	4 7%	1 7%	0 -
Localize business	4 5%	3 6%	1 3%	0 -	3 4%	1 7%	1 6%
Change financial institutions	3 4%	1 2%	2 7%	0 -	3 4%	1 7%	0 -
Hire more people	2 2%	0 -	2 5%	0 -	1 2%	1 7%	0 -
Outsource	1 1%	0 -	1 3%	0 -	1 2%	0 -	0 -
Other	13 14%	8 14%	5 16%	0 -	8 13%	0 -	5 34%

4. And what do you plan on doing differently?

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

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	BUSINESS SIZE			ATTITUDE			
	Total	2 - 5	6+	Unfazed and Upbeat	Wary and Cautious	Pessimistic	Worried
		A	B	C	D	E	F
None of the above	1 1%	1 1%	0 -	1 13%	0 -	0 -	0 -

5. 1. [Our company is going to face a serious problem in the near future if we don't have access to credit or loans for what we want to do] Please indicate the extent to which you agree or disagree with the following statements:

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

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

	Total	BUSINESS SIZE		ATTITUDE			
		2 - 5	6+	Unfazed and Upbeat	Wary and Cautious	Pessimistic	Worried
		A	B	C	D	E	F
Base: All respondents	404	282	122	83	260	27	34
Weighted	404	280	124	80*	261	27**	36*
Our company is going to face a serious problem in the near future if we don't have access to credit or loans for what we want to do							
Strongly agree	21 5%	15 5%	6 5%	1 1%	13 5%	4 14%	3 9%
Somewhat agree	78 19%	54 19%	24 19%	10 13%	43 17%	8 29%	17 47% CD
Somewhat disagree	137 34%	95 34%	41 33%	19 24%	97 37% C	11 42%	10 28%
Strongly disagree	168 42%	116 41%	53 42%	49 62% DF	109 42% F	4 16%	6 16%
Summary							
Top2Box (Agree)	99 25%	69 25%	30 24%	11 14%	56 21%	11 42%	20 56% CD
Low2Box (Disagree)	305 75%	211 75%	94 76%	68 86% F	205 79% F	16 58%	16 44%

5.2. [We will be looking to make major adjustments to the company's strategy] Please indicate the extent to which you agree or disagree with the following statements:

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	Total	BUSINESS SIZE		ATTITUDE			
		2 - 5	6+	Unfazed and Upbeat	Wary and Cautious	Pessimistic	Worried
		A	B	C	D	E	F
Base: All respondents	404	282	122	83	260	27	34
Weighted	404	280	124	80*	261	27**	36*
We will be looking to make major adjustments to the company's strategy							
Strongly agree	18 5%	11 4%	8 6%	4 5%	11 4%	1 5%	3 7%
Somewhat agree	103 26%	65 23%	39 31%	4 5%	68 26% C	14 54%	17 47% CD
Somewhat disagree	166 41%	117 42%	49 40%	36 45%	108 41%	11 41%	12 32%
Strongly disagree	116 29%	87 31%	29 23%	36 45% DF	75 29%	0 -	5 14%
Summary							
Top2Box (Agree)	122 30%	75 27%	46 37%	8 10%	78 30% C	16 59%	20 54% CD
Low2Box (Disagree)	282 70%	204 73%	78 63%	72 90% DF	183 70% F	11 41%	17 46%

**5.3. [Our company will be making minor adjustments to its operations with the goal of achieving greater efficiency and cost savings] Please indicate the extent to which you agree or disagree with the following statements:**

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	BUSINESS SIZE			ATTITUDE			
	Total	2 - 5	6+	Unfazed and Upbeat	Wary and Cautious	Pessimistic	Worried
		A	B	C	D	E	F
Base: All respondents	404	282	122	83	260	27	34
Weighted	404	280	124	80*	261	27**	36*
Our company will be making minor adjustments to its operations with the goal of achieving greater efficiency and cost savings							
Strongly agree	98 24%	58 21%	40 33% A	12 15%	69 26%	7 25%	10 29%
Somewhat agree	231 57%	161 57%	71 57%	37 47%	155 59%	19 72%	20 55%
Somewhat disagree	47 12%	38 14%	9 7%	11 14%	30 11%	1 3%	5 14%
Strongly disagree	28 7%	23 8%	4 4%	19 24% DF	8 3%	0 -	1 2%
Summary							
Top2Box (Agree)	330 82%	218 78%	111 90% A	49 62%	224 86% C	26 97%	30 84% C
Low2Box (Disagree)	74 18%	62 22% B	13 10%	30 38% DF	38 14%	1 3%	6 16%

5. [Top2Box (Agree) Summary] Please indicate the extent to which you agree or disagree with the following statements:

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	Total	BUSINESS SIZE		ATTITUDE			
		2 - 5	6+	Unfazed and Upbeat	Wary and Cautious	Pessimistic	Worried
		A	B	C	D	E	F
Base: All respondents	404	282	122	83	260	27	34
Weighted	404	280	124	80*	261	27**	36*
Top2Box (Agree) Summary							
Our company will be making minor adjustments to its operations with the goal of achieving greater efficiency and cost savings	330	218	111	49	224	26	30
	82%	78%	90% A	62%	86% C	97%	84% C
We will be looking to make major adjustments to the company's strategy	122	75	46	8	78	16	20
	30%	27%	37%	10%	30% C	59%	54% CD
Our company is going to face a serious problem in the near future if we don't have access to credit or loans for what we want to do	99	69	30	11	56	11	20
	25%	25%	24%	14%	21%	42%	56% CD

5. [Low2Box (Disagree) Summary] Please indicate the extent to which you agree or disagree with the following statements:

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	Total	BUSINESS SIZE		ATTITUDE			
		2 - 5	6+	Unfazed and Upbeat	Wary and Cautious	Pessimistic	Worried
		A	B	C	D	E	F
Base: All respondents	404	282	122	83	260	27	34
Weighted	404	280	124	80*	261	27**	36*
Low2Box (Disagree) Summary							
Our company is going to face a serious problem in the near future if we don't have access to credit or loans for what we want to do	305	211	94	68	205	16	16
	75%	75%	76%	86% F	79% F	58%	44%
We will be looking to make major adjustments to the company's strategy	282	204	78	72	183	11	17
	70%	73%	63%	90% DF	70% F	41%	46%
Our company will be making minor adjustments to its operations with the goal of achieving greater efficiency and cost savings	74	62	13	30	38	1	6
	18%	22% B	10%	38% DF	14%	3%	16%

## 6. Now, thinking about what has happened lately in the United States, do you think that the Canadian economy ...?

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	Total	BUSINESS SIZE		ATTITUDE			
		2 - 5	6+	Unfazed and Upbeat	Wary and Cautious	Pessimistic	Worried
		A	B	C	D	E	F
Base: All respondents	404	282	122	83	260	27	34
Weighted	404	280	124	80*	261	27**	36*
Will be somewhat affected by what has happened south of the border but manage to avoid serious damage	241	161	79	51	164	9	17
	60%	58%	64%	64%	63%	33%	48%
Will be adversely affected by what has happened south of the border and be dragged down into a recession or worse	145	106	39	20	89	18	19
	36%	38%	32%	25%	34%	67%	52% C
Will go relatively unscathed by what has happened south of the border and continue to perform as it has or better	18	13	5	9	9	0	0
	4%	5%	4%	11% D	3%	-	-