1_1. [Our IT staff is expected to do more work with less resources] Thinking about the recent economic downturn and the impact that it is having in your place of business, 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
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME		
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: All respondents	1005	129	133	70	364	239	70	40	249	716
Weighted	1005	132	103	65*	385	245	74*	40*	251	713
Our IT staff is expected to do more work with less resources										
Strongly agree	187	25	11	8	86	51	6	7	37	144
	19%	19%	11%	13%	22%	21%	9%	17%	15%	20%
					BF	BF				
Somewhat agree	432	50	50	28	150	113	40	16	117	299
	43%	38%	49%	43%	39%	46%	54%	41%	46%	42%
			D				AD			
Somewhat disagree	296	46	31	21	113	63	22	11	73	212
	29%	35%	30%	31%	29%	26%	30%	27%	29%	30%
Strongly disagree	90	11	11	8	36	18	5	6	25	59
	9%	9%	11%	13%	9%	8%	7%	15%	10%	8%
Summary										
Top2Box (Agree)	619	75	61	36	236	164	47	23	153	442
	62%	57%	59%	56%	61%	67%	63%	58%	61%	62%
Low2Box (Disagree)	386	57	42	29	149	81	28	17	98	271
	38%	43%	41%	44%	39%	33%	37%	42%	39%	38%

1_2. [Our company uses technology to help people drive revenue and to keep our company competitive] Thinking about the recent economic downturn and the impact that it is having in your place of business, 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
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME		
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: All respondents	1005	129	133	70	364	239	70	40	249	716
Weighted	1005	132	103	65*	385	245	74*	40*	251	713
Our company uses technology to help people drive revenue and to keep our company competitive										
Strongly agree	253	34	23	21	103	49	23	9	59	185
	25%	26%	23%	31%	27%	20%	31%	23%	24%	26%
				E			E			
Somewhat agree	458	54	46	28	181	110	38	19	117	321
	46%	41%	45%	43%	47%	45%	51%	47%	47%	45%
Somewhat disagree	210	32	26	15	67	60	11	5	56	149
	21%	24%	26%	23%	17%	24%	14%	13%	22%	21%
			D			D				
Strongly disagree	85	12	7	2	35	27	2	7	19	59
	8%	9%	7%	3%	9%	11%	3%	17%	8%	8%
						CF				
Summary										
Top2Box (Agree)	710	88	69	49	284	159	62	28	176	506
	71%	67%	68%	74%	74%	65%	83%	70%	70%	71%
					E		ABE			
Low2Box (Disagree)	295	44	33	17	102	86	13	12	75	207
	29%	33%	32%	26%	26%	35%	17%	30%	30%	29%
		F	F			DF				

_1_3. [Our company is continuing to invest in tools to support and drive technology] Thinking about the recent economic downturn and the impact that it is having in your place of business, 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
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME		
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: All respondents	1005	129	133	70	364	239	70	40	249	716
Weighted	1005	132	103	65*	385	245	74*	40*	251	713
Our company is continuing to invest in tools to support and drive technology										
Strongly agree	241	27	25	17	90	51	32	8	47	186
	24%	20%	24%	26%	23%	21%	43%	20%	19%	26%
							ABCDE			H
Somewhat agree	507	75	54	35	193	122	29	18	134	356
	50%	57%	53%	53%	50%	50%	39%	44%	53%	50%
		F								
Somewhat disagree	193	23	19	12	75	52	12	11	51	131
	19%	18%	18%	19%	20%	21%	16%	28%	20%	18%
Strongly disagree	64	7	5	2	28	20	2	3	19	41
	6%	5%	5%	3%	7%	8%	3%	8%	8%	6%
Summary										
Top2Box (Agree)	748	101	79	51	283	174	61	26	181	541
	74%	77%	77%	79%	73%	71%	81%	64%	72%	76%
Low2Box (Disagree)	257	31	24	14	103	72	14	14	71	172
	26%	23%	23%	21%	27%	29%	19%	36%	28%	24%

1_4. [The number one priority for technology investment in my company is to help save money in the long run] Thinking about the recent economic downturn and the impact that it is having in your place of business, 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
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME		
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: All respondents	1005	129	133	70	364	239	70	40	249	716
Weighted	1005	132	103	65*	385	245	74*	40*	251	713
The number one priority for technology investment in my company is to help save money in the long run										
Strongly agree	283	36	27	17	123	60	21	10	68	205
	28%	27%	26%	26%	32%	24%	29%	25%	27%	29%
					E					
Somewhat agree	490	68	45	35	176	126	39	20	129	341
	49%	52%	44%	54%	46%	51%	53%	50%	51%	48%
Somewhat disagree	184	19	25	12	67	47	13	5	47	132
	18%	15%	25%	19%	17%	19%	17%	12%	19%	19%
			A							
Strongly disagree	48	8	5	1	20	12	1	5	8	35
	5%	6%	5%	1%	5%	5%	1%	12%	3%	5%
								HI		
Summary										
Top2Box (Agree)	773	104	72	52	299	186	61	30	197	546
	77%	79%	70%	80%	77%	76%	81%	75%	78%	77%
Low2Box (Disagree)	232	28	31	13	87	60	14	10	55	167
	23%	21%	30%	20%	23%	24%	19%	25%	22%	23%

1. [Top2Box (Agree) Summary] Thinking about the recent economic downturn and the impact that it is having in your place of business, 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
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME		
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: All respondents	1005	129	133	70	364	239	70	40	249	716
Weighted	1005	132	103	65*	385	245	74*	40*	251	713
Top2Box (Agree) Summary										
The number one priority for technology investment in my company is to help save money in the long run	773	104	72	52	299	186	61	30	197	546
	77%	79%	70%	80%	77%	76%	81%	75%	78%	77%
Our company is continuing to invest in tools to support and drive technology	748	101	79	51	283	174	61	26	181	541
	74%	77%	77%	79%	73%	71%	81%	64%	72%	76%
Our company uses technology to help people drive revenue and to keep our company competitive	710	88	69	49	284	159	62	28	176	506
	71%	67%	68%	74%	74%	65%	83%	70%	70%	71%
					E		ABE			
Our IT staff is expected to do more work with less resources	619	75	61	36	236	164	47	23	153	442
	62%	57%	59%	56%	61%	67%	63%	58%	61%	62%

1. [Low2Box (Disagree) Summary] Thinking about the recent economic downturn and the impact that it is having in your place of business, 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
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME		
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: All respondents	1005	129	133	70	364	239	70	40	249	716
Weighted	1005	132	103	65*	385	245	74*	40*	251	713
Low2Box (Disagree) Summary										
Our IT staff is expected to do more work with less resources	386	57	42	29	149	81	28	17	98	271
	38%	43%	41%	44%	39%	33%	37%	42%	39%	38%
Our company uses technology to help people drive revenue and to keep our company competitive	295	44	33	17	102	86	13	12	75	207
	29%	33%	32%	26%	26%	35%	17%	30%	30%	29%
		F	F			DF				
Our company is continuing to invest in tools to support and drive technology	257	31	24	14	103	72	14	14	71	172
	26%	23%	23%	21%	27%	29%	19%	36%	28%	24%
The number one priority for technology investment in my company is to help save money in the long run	232	28	31	13	87	60	14	10	55	167
	23%	21%	30%	20%	23%	24%	19%	25%	22%	23%

2. Given the economic downturn, has your priority to upgrade or invest in new technologies changed?

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

		REGION						HOUSEHOLD INCOME		
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: All respondents	1005	129	133	70	364	239	70	40	249	716
Weighted	1005	132	103	65*	385	245	74*	40*	251	713
Yes (Net)	412	57	38	21	166	99	31	15	94	303
	41%	43%	37%	33%	43%	40%	41%	38%	37%	42%
Yes - we're investing more resources	105	19	12	6	35	21	12	4	24	76
	10%	15%	12%	9%	9%	8%	16%	10%	10%	11%
Yes - we're investing fewer resources	308	38	25	16	131	78	19	11	70	226
	31%	29%	25%	24%	34%	32%	26%	28%	28%	32%
No - we have not changed our priorities	593	75	65	44	219	147	44	25	157	411
	59%	57%	63%	67%	57%	60%	59%	62%	63%	58%

3. Will you be looking at new technology and upgrades to help drive your business during this economic downturn?

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

		REGION						HOUSEHOLD INCOME		
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: All respondents	1005	129	133	70	364	239	70	40	249	716
Weighted	1005	132	103	65*	385	245	74*	40*	251	713
Yes	484	60	55	38	183	109	38	20	106	357
	48%	46%	53%	59%	48%	44%	51%	49%	42%	50%
				E						H
No	521	72	48	27	202	137	36	20	145	356
	52%	54%	47%	41%	52%	56%	49%	51%	58%	50%
						C			I	

3a. What type of technology and upgrades do you believe will help drive your business during this economic downturn?

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

		REGION						HOUSEHOLD INCOME		
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: Looking at new technology and upgrades	486	59	71	41	173	106	36	20	106	360
Weighted	484	60*	55*	38*	183	109	38*	20**	106	357
Software plus services	212 44%	33 54% C	24 44% C	8 22%	80 44% C	50 46% C	16 42%	11 54%	44 41%	157 44%
Hardware	110 23%	12 20%	12 23%	11 29%	37 20%	30 27%	7 19%	4 21%	25 24%	81 23%
Software	102 21%	10 17%	12 23% E	13 34% E	47 25% E	11 10%	9 22%	1 5%	18 17%	83 23%
Other	60 12%	5 8%	6 11%	6 15%	19 10%	17 16%	6 17%	4 20%	19 18% I	37 10%

4. Do your co-workers expect the same benefits of your company's technology solutions as before the economic downturn?

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

		REGION						HOUSEHOLD INCOME		
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: All respondents	1005	129	133	70	364	239	70	40	249	716
Weighted	1005	132	103	65*	385	245	74*	40*	251	713
Yes	827	117	94	59	318	176	64	30	191	607
	82%	89%	92%	90%	82%	72%	86%	74%	76%	85%
		E	DE	E	E		E			H
No	178	14	8	7	68	70	11	10	60	107
	18%	11%	8%	10%	18%	28%	14%	26%	24%	15%
					B	ABCDF			I	

Managers and Executives

Detailed tables

5. Are your IT workers stretched to meet the business' IT needs?

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

		REGION						HOUSEHOLD INCOME		
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: All respondents	1005	129	133	70	364	239	70	40	249	716
Weighted	1005	132	103	65*	385	245	74*	40*	251	713
Yes	632	68	59	38	217	205	44	33	147	452
	63%	52%	58%	59%	56%	84%	59%	83%	59%	63%
						ABCDF		HI		
No	373	63	43	27	168	40	31	7	104	262
	37%	48%	42%	41%	44%	16%	41%	17%	41%	37%
		E	E	E	E		E		G	G