



Canadian Online Omni April 18 - April 26, 2011

Small Business 1

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5	3. When choosing a communications technology partner, which of the following attributes is the most important to you?
6	4. Does customer service make or break your choice of a communications technology partner?

S1. Do you own and operate a small business?

		GENDER		AGE			EDUCATION				SIZE OF BUSINESS		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	1	2 - 10	11+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1027	471	556	85	438	504	19	131	496	381	378	439	210
Weighted	1027	479	548	87*	446	494	18**	134	493	383	372	436	218
Yes	1027	479	548	87	446	494	18	134	493	383	372	436	218
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

1. As a small business owner, how many hours a week do you spend on managing communications technology?

		GENDER		AGE			EDUCATION				SIZE OF BUSINESS		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	1	2 - 10	11+
Base: All respondents	1027	471	556	85	438	504	19	131	496	381	378	439	210
Weighted	1027	479	548	87*	446	494	18**	134	493	383	372	436	218
5 or less	644	292	352	50	277	317	11	77	311	245	372	271	0
	63%	61%	64%	57%	62%	64%	62%	57%	63%	64%	100%	62%	-
											KL	L	
6 - 10	165	85	80	12	69	83	3	25	74	63	0	165	0
	16%	18%	15%	14%	16%	17%	15%	19%	15%	16%	-	38%	-
												JL	
11 - 15	57	33	24	3	25	29	1	7	27	23	0	0	57
	6%	7%	4%	4%	6%	6%	5%	5%	5%	6%	-	-	26%
													JK
16 - 20	76	35	41	8	34	34	1	8	37	30	0	0	76
	7%	7%	7%	9%	8%	7%	5%	6%	8%	8%	-	-	35%
													JK
21 - 25	85	34	51	13	41	31	3	17	43	22	0	0	85
	8%	7%	9%	15%	9%	6%	14%	13%	9%	6%	-	-	39%
				E				I					JK
Mean	6.9	6.9	6.8	8.5	7.1	6.3	7.2	7.7	7	6.3	0.6	5.5	20.3
				E								J	JK
Std.Dev	7.88	7.67	8.07	9.11	8.05	7.45	9.13	8.61	7.94	7.47	0.5	3.1	4.36
Std.Err	0.25	0.35	0.34	0.99	0.38	0.33	2.09	0.75	0.36	0.38	0.03	0.15	0.3
Median	3	4	3	5	3	3	4	4	3	2	1	5	20

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2_1. [Communications technology support is as important to my business as professional services that are part of my 'extended team'] To what extent do you agree or disagree with the following statements:

		GENDER		AGE			EDUCATION				SIZE OF BUSINESS		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	1	2 - 10	11+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1027	471	556	85	438	504	19	131	496	381	378	439	210
Weighted	1027	479	548	87*	446	494	18**	134	493	383	372	436	218
Communications technology support is as important to my business as professional services that are part of my 'extended team'													
Strongly agree	398	172	226	38	171	189	7	44	196	151	107	169	122
	39%	36%	41%	43%	38%	38%	37%	33%	40%	40%	29%	39%	56%
Somewhat agree	422	208	214	32	189	200	5	61	203	153	143	198	80
	41%	43%	39%	37%	42%	40%	27%	45%	41%	40%	38%	45%	37%
Somewhat disagree	144	74	70	13	51	80	6	21	62	56	69	61	14
	14%	15%	13%	15%	11%	16%	31%	15%	13%	15%	19%	14%	6%
Strongly disagree	63	25	38	4	34	25	1	8	31	22	53	8	2
	6%	5%	7%	4%	8%	5%	5%	6%	6%	6%	14%	2%	1%
Summary													
Top2Box (Agree)	820	380	440	70	361	389	12	105	400	304	250	367	203
	80%	79%	80%	80%	81%	79%	64%	78%	81%	79%	67%	84%	93%
Low2Box (Disagree)	207	99	108	17	85	105	6	29	93	79	122	69	16
	20%	21%	20%	20%	19%	21%	36%	22%	19%	21%	33%	16%	7%

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2_2. [Having reliable communications technology support is essential in allowing me to focus on my core business] To what extent do you agree or disagree with the following statements:

		GENDER		AGE			EDUCATION				SIZE OF BUSINESS		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	1	2 - 10	11+
Base: All respondents	1027	471	556	85	438	504	19	131	496	381	378	439	210
Weighted	1027	479	548	87*	446	494	18**	134	493	383	372	436	218
Having reliable communications technology support is essential in allowing me to focus on my core business													
Strongly agree	536	235	302	50	248	238	7	57	257	215	161	234	142
	52%	49%	55%	58%	56%	48%	37%	43%	52%	56%	43%	54%	65%
Somewhat agree					E					G		J	JK
	348	176	172	27	140	181	5	51	170	122	125	161	62
	34%	37%	31%	31%	31%	37%	27%	38%	35%	32%	34%	37%	28%
Somewhat disagree												L	
	91	49	42	5	32	54	5	18	37	31	45	34	13
	9%	10%	8%	6%	7%	11%	26%	14%	7%	8%	12%	8%	6%
Strongly disagree								H			KL		
	52	19	33	5	26	21	2	7	29	14	41	8	2
	5%	4%	6%	5%	6%	4%	9%	5%	6%	4%	11%	2%	1%
											KL		
Summary													
Top2Box (Agree)	884	411	473	77	388	419	12	108	427	337	286	395	203
	86%	86%	86%	89%	87%	85%	64%	81%	87%	88%	77%	90%	93%
Low2Box (Disagree)										G		J	J
	143	68	75	10	58	75	6	26	65	45	86	42	15
	14%	14%	14%	11%	13%	15%	36%	19%	13%	12%	23%	10%	7%
								I			KL		

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3. When choosing a communications technology partner, which of the following attributes is the most important to you?

		GENDER		AGE			EDUCATION				SIZE OF BUSINESS		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	1	2 - 10	11+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1027	471	556	85	438	504	19	131	496	381	378	439	210
Weighted	1027	479	548	87*	446	494	18**	134	493	383	372	436	218
Price	411	186	224	43	195	172	6	47	199	159	176	171	64
	40%	39%	41%	49%	44%	35%	31%	35%	40%	42%	47%	39%	29%
				E	E						KL	L	
Knowledge of your unique business and/or industry needs	299	137	162	24	127	147	5	44	141	109	85	135	79
	29%	29%	30%	27%	29%	30%	27%	33%	29%	29%	23%	31%	36%
												J	J
Physical Presence (i.e. live person to meet with vs. automated system)	167	73	93	12	59	96	7	18	95	47	60	73	33
	16%	15%	17%	14%	13%	19%	37%	14%	19%	12%	16%	17%	15%
						D			I				
Rapport with partner	79	41	39	4	35	41	0	12	24	43	32	29	18
	8%	8%	7%	4%	8%	8%	-	9%	5%	11%	9%	7%	8%
										H			
Understanding of the local market	72	42	30	5	30	37	1	13	34	25	19	28	25
	7%	9%	5%	5%	7%	8%	5%	9%	7%	7%	5%	6%	11%
		B											JK

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4. Does customer service make or break your choice of a communications technology partner?

		GENDER		AGE			EDUCATION				SIZE OF BUSINESS		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	1	2 - 10	11+
		A	B	C	D	E	F	G	H	I	J	K	L
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Weighted	1027	479	548	87*	446	494	18**	134	493	383	372	436	218
Yes	826	371	455	72	367	387	14	108	395	309	277	363	186
	80%	77%	83%	82%	82%	78%	79%	81%	80%	81%	74%	83%	85%
			A									J	J
No	201	108	93	15	79	107	4	26	98	74	96	73	33
	20%	23%	17%	18%	18%	22%	21%	19%	20%	19%	26%	17%	15%
		B									KL		

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