

Q1. Looking ahead to the next year, how confident are you that your business will be adding staff - either part time or full time?

		First business ever owned		Outlook for Canadian economy		Confident about adding staff		Invested in past 2 years		Plan to invest in next two years		Have a dedicated website		Sell via company website	
	Total	Yes	No	Excellent/ very good/ good	Fair/ poor	Very/ somewhat	Not very/ not at all	Yes	No	Yes	No	Yes	No	Yes	No
Base: All Respondents	1004	680	324	612	392	262	742	725	279	668	336	440	564	202	238
Weighted	1004	679	325	616	388	287	717	716	288	682	322	464	540	222	242
Very confident	79	44	35	63	16	79	0	69	9	73	6	54	25	33	20
	7.8%	6.4%	10.7%	10.2%	4.1%	27.4%	-	9.7%	3.2%	10.7%	1.8%	11.6%	4.6%	15.0%	8.4%
			A	D		F		H		J		L		N	
Somewhat confident	208	123	86	162	46	208	0	173	36	185	23	117	91	64	53
	20.8%	18.1%	26.4%	26.4%	11.8%	72.6%	-	24.1%	12.4%	27.1%	7.2%	25.2%	16.9%	28.8%	21.9%
			A	D		F		H		J		L			
Not very confident	258	167	91	154	104	0	258	191	67	174	83	129	128	50	79
	25.7%	24.5%	28.0%	25.0%	26.8%	-	35.9%	26.6%	23.3%	25.6%	25.8%	27.9%	23.8%	22.7%	32.6%
						E								M	
Not at all confident	459	346	113	237	222	0	459	283	176	249	210	164	295	74	90
	45.7%	50.9%	34.9%	38.5%	57.3%	-	64.1%	39.6%	61.1%	36.6%	65.1%	35.4%	54.7%	33.4%	37.1%
		B			C		E		G		I		K		
Summary															
Top2Box (Very/ Somewhat confident)	287	166	121	225	62	287	0	242	45	258	29	171	117	97	73
	28.6%	24.5%	37.1%	36.5%	16.0%	100.0%	-	33.8%	15.6%	37.8%	9.1%	36.8%	21.6%	43.8%	30.2%
			A	D		F		H		J		L		N	
Low2Box (Not very/ Not at all confident)	717	512	205	391	326	0	717	474	243	424	293	293	423	125	169
	71.4%	75.5%	62.9%	63.5%	84.0%	-	100.0%	66.2%	84.4%	62.2%	90.9%	63.2%	78.4%	56.2%	69.8%
		B			C		E		G		I		K		M
Mean	1.9	1.8	2.1	2.1	1.6	3.3	1.4	2	1.6	2.1	1.5	2.1	1.7	2.3	2
			A	D		F		H		J		L		N	

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

Q2. In the past 2 years, has your business invested in any of the following?

		First business ever owned		Outlook for Canadian economy		Confident about adding staff		Invested in past 2 years		Plan to invest in next two years		Have a dedicated website		Sell via company website	
	Total	Yes	No	Excellent/ very good/ good	Fair/ poor	Very/ somewhat	Not very/ not at all	Yes	No	Yes	No	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	1004	680	324	612	392	262	742	725	279	668	336	440	564	202	238
Weighted	1004	679	325	616	388	287	717	716	288	682	322	464	540	222	242
New equipment	435	279	156	277	158	153	282	435	0	350	85	205	230	90	115
	43.3%	41.0%	48.0%	44.9%	40.6%	53.2%	39.3%	60.7%	-	51.3%	26.3%	44.1%	42.5%	40.4%	47.6%
						F		H		J					
New technology	314	194	120	201	114	103	211	314	0	265	49	191	123	100	91
	31.3%	28.6%	36.9%	32.6%	29.3%	35.9%	29.5%	43.9%	-	38.9%	15.2%	41.1%	22.9%	45.1%	37.5%
			A					H		J		L			
New products and services	274	163	111	169	105	117	157	274	0	249	25	166	108	94	73
	27.3%	24.0%	34.1%	27.4%	27.1%	40.6%	21.9%	38.3%	-	36.6%	7.7%	35.9%	19.9%	42.1%	30.1%
			A			F		H		J		L		N	
Employee training	146	88	57	94	51	71	75	146	0	134	12	91	54	45	47
	14.5%	13.0%	17.6%	15.3%	13.2%	24.6%	10.4%	20.3%	-	19.6%	3.7%	19.7%	10.0%	20.2%	19.3%
						F		H		J		L			
Hiring new employees	122	74	48	86	36	79	44	122	0	111	11	82	40	30	52
	12.2%	10.9%	14.9%	14.0%	9.3%	27.4%	6.1%	17.1%	-	16.3%	3.6%	17.6%	7.5%	13.3%	21.7%
				D		F		H		J		L			M
New management processes	60	31	29	34	26	25	35	60	0	53	7	37	23	16	21
	6.0%	4.6%	9.0%	5.5%	6.7%	8.8%	4.9%	8.4%	-	7.8%	2.3%	8.0%	4.3%	7.1%	8.8%
			A			F		H		J		L			
New production processes	44	22	22	27	17	20	24	44	0	42	2	32	12	22	10
	4.4%	3.2%	6.8%	4.3%	4.4%	6.8%	3.4%	6.1%	-	6.2%	0.5%	6.8%	2.3%	9.9%	4.0%
			A			F		H		J		L		N	
Other	58	36	22	33	25	11	46	58	0	51	7	30	28	13	17
	5.8%	5.3%	6.7%	5.3%	6.5%	4.0%	6.5%	8.1%	-	7.5%	2.1%	6.5%	5.1%	5.9%	7.0%
								H		J					
None of the above	288	220	68	156	132	45	243	0	288	103	186	95	194	45	50
	28.7%	32.4%	21.0%	25.4%	34.1%	15.7%	33.9%	-	100.0%	15.1%	57.6%	20.4%	35.8%	20.1%	20.7%
		B			C		E		G		I		K		

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

Q3. Thinking about the next 2 years, does your business plan on investing in any of the following?

		First business ever owned		Outlook for Canadian economy		Confident about adding staff		Invested in past 2 years		Plan to invest in next two years		Have a dedicated website		Sell via company website	
	Total	Yes	No	Excellent/ very good/ good	Fair/ poor	Very/ somewhat	Not very/ not at all	Yes	No	Yes	No	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	1004	680	324	612	392	262	742	725	279	668	336	440	564	202	238
Weighted	1004	679	325	616	388	287	717	716	288	682	322	464	540	222	242
New equipment	354	231	123	230	125	138	216	305	49	354	0	167	187	72	94
	35.3%	34.1%	37.7%	37.2%	32.1%	48.1%	30.1%	42.7%	16.9%	51.9%	-	35.9%	34.7%	32.6%	39.0%
						F		H		J					
New technology	286	178	108	189	97	119	167	243	43	286	0	167	119	87	80
	28.5%	26.2%	33.2%	30.7%	24.9%	41.3%	23.3%	33.9%	14.9%	41.9%	-	36.0%	22.0%	39.0%	33.1%
			A			F		H		J		L			
New products and services	273	155	118	170	103	112	161	246	27	273	0	149	124	93	56
	27.2%	22.9%	36.3%	27.6%	26.5%	39.2%	22.4%	34.3%	9.5%	40.1%	-	32.1%	22.9%	41.9%	23.1%
			A			F		H		J		L		N	
Hiring new employees	167	97	70	123	44	141	25	142	25	167	0	103	64	54	49
	16.6%	14.2%	21.6%	20.0%	11.3%	49.3%	3.6%	19.9%	8.5%	24.5%	-	22.3%	11.8%	24.4%	20.3%
			A	D		F		H		J		L			
Employee training	167	102	65	117	49	96	71	153	14	167	0	106	61	55	51
	16.6%	15.0%	19.9%	19.1%	12.8%	33.4%	9.9%	21.3%	4.9%	24.5%	-	22.8%	11.3%	24.8%	21.0%
				D		F		H		J		L			
New management processes	73	43	30	44	30	41	32	64	9	73	0	43	30	27	16
	7.3%	6.3%	9.3%	7.1%	7.7%	14.4%	4.5%	9.0%	3.1%	10.8%	-	9.4%	5.5%	12.1%	6.8%
						F		H		J		L			
New production processes	61	38	23	36	24	26	35	57	4	61	0	44	17	30	14
	6.1%	5.6%	7.0%	5.9%	6.3%	9.1%	4.8%	7.9%	1.5%	8.9%	-	9.4%	3.2%	13.5%	5.7%
						F		H		J		L		N	
Other	50	31	19	32	17	21	29	43	7	50	0	33	17	19	14
	4.9%	4.6%	5.7%	5.2%	4.5%	7.3%	4.0%	5.9%	2.5%	7.3%	-	7.0%	3.1%	8.6%	5.6%
								H		J		L			
None of the above	322	246	76	172	150	29	293	137	186	0	322	104	218	41	63
	32.1%	36.3%	23.4%	27.9%	38.8%	10.2%	40.9%	19.1%	64.3%	-	100.0%	22.4%	40.5%	18.5%	25.9%
		B			C		E		G		I		K		

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